

# Memo

**To:** HAAA  
**From:** Evelyn Fine  
**Date:** March 22, 2019  
**Subject:** February 2019 Occupancy & Average Daily Rate Report

Overall Daytona Beach Area Occupancy decreased about 6%, to 70% in February 2019 from 75% February 2018.

The Daytona Beach Area Average Daily Rate increased about 3%, to \$159.94 in February 2019 from \$155.06 in February 2018.

The Daytona Beach Area Revenue per Available Room decreased about 3%, to \$111.90 in February 2019 from \$115.88 in February 2018.

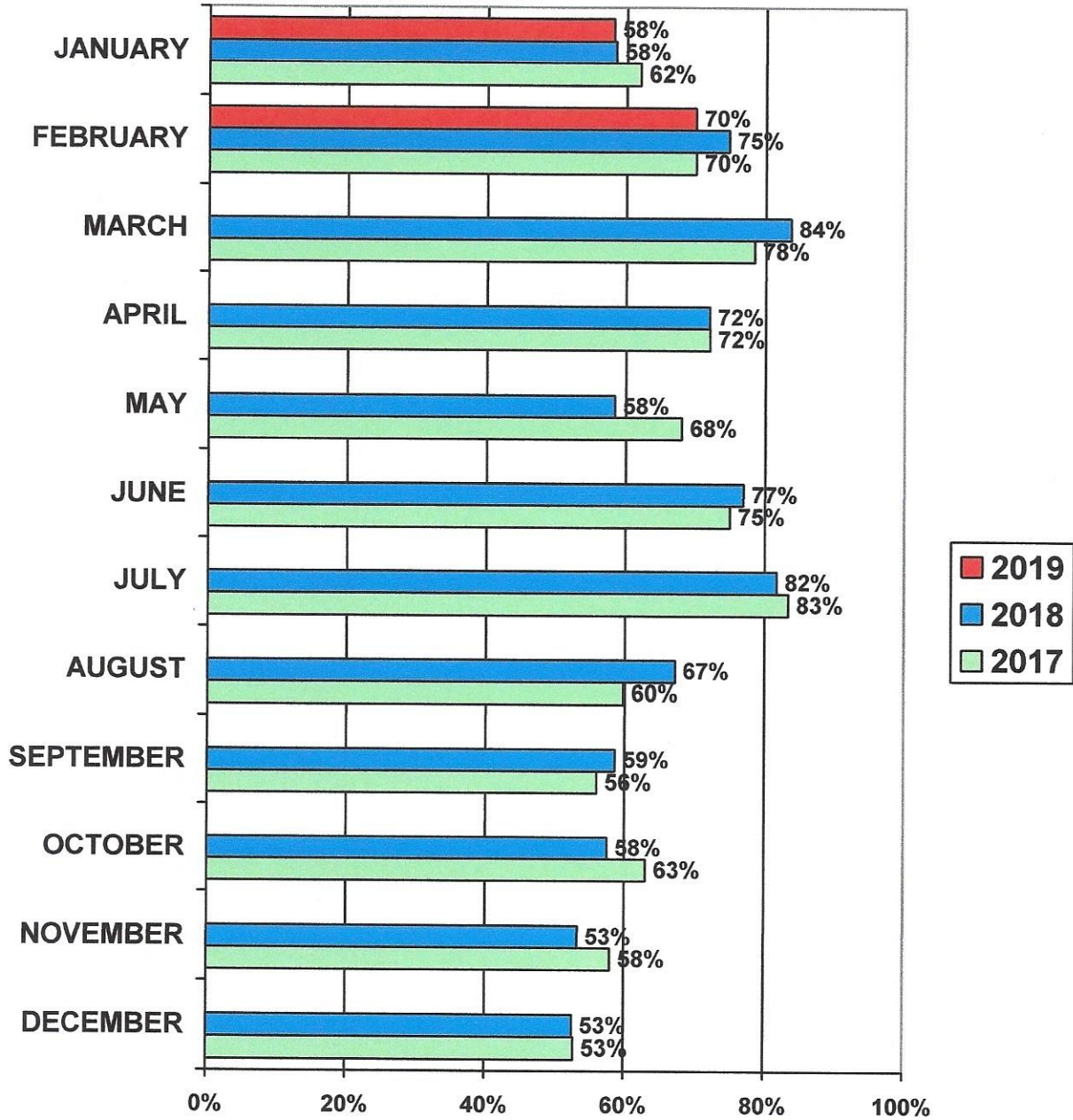
The Lucas Oil 200, Advance Auto Parts Clash, and the Daytona 500, in addition to many other events at the Speedway, were held in February.

A few hotels were undergoing repairs and renovation.

EF/LK



# HALIFAX AREA HOTEL/MOTEL OCCUPANCY 2017 - 2019



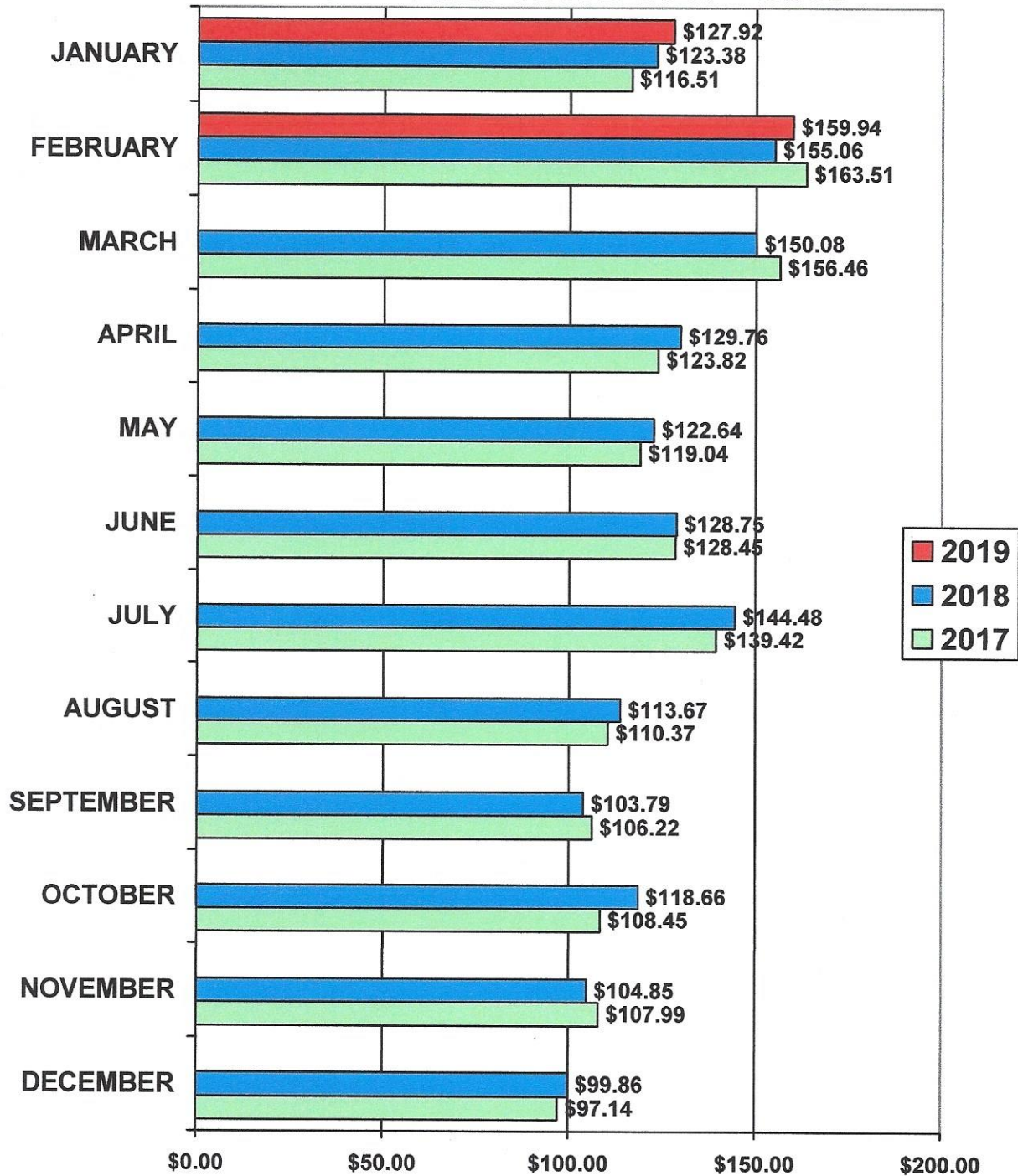
2019 YTD AVG. 64%  
2018 YTD AVG. 66%  
2017 YTD AVG. 66%

FEB 2019  
FEB 2019

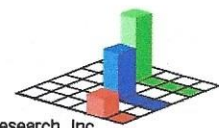
HIGH 100%  
LOW 47%



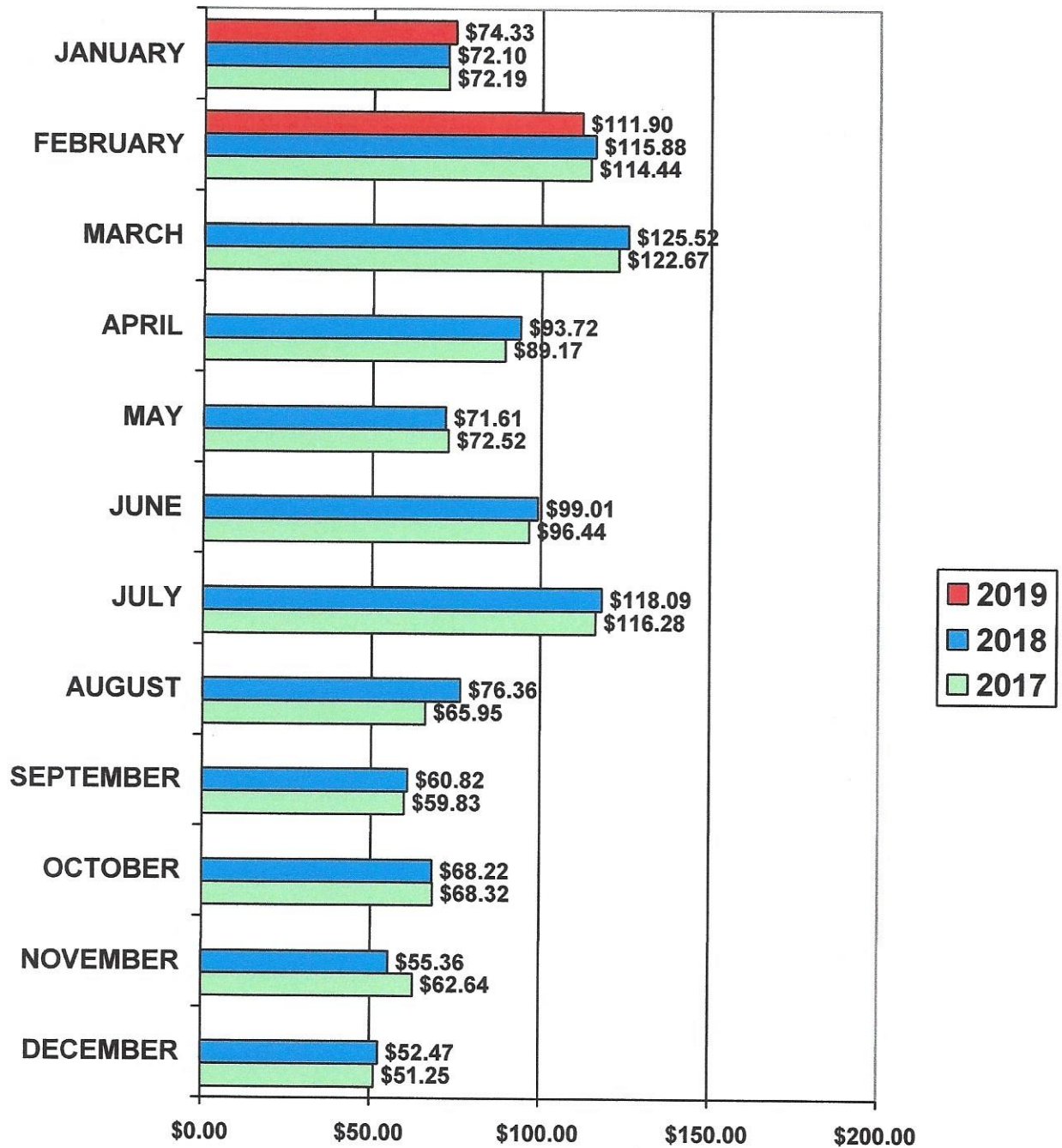
## HALIFAX AREA HOTEL/MOTEL AVERAGE DAILY RATE 2017 - 2019



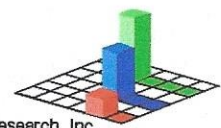
2019 YTD AVG. \$145.97    FEB 2019    HIGH \$ 263.21  
 2018 YTD AVG. \$140.58    FEB 2019    LOW \$ 83.51  
 2017 YTD AVG. \$141.52



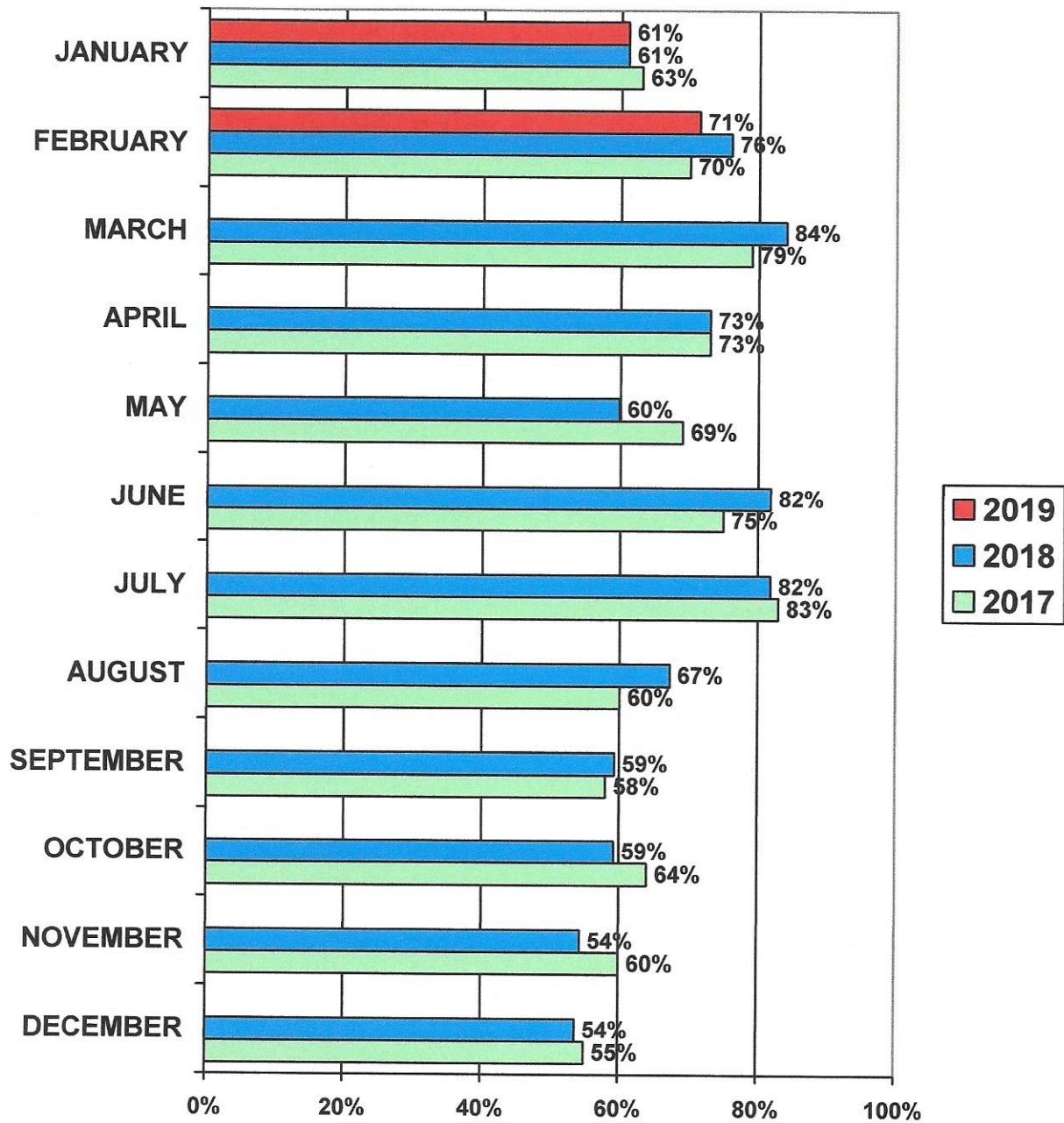
# HALIFAX AREA HOTEL/MOTEL REV PAR BY MONTH 2017 - 2019



2019 YTD AVG. \$ 93.77  
 2018 YTD AVG. \$ 93.18  
 2017 YTD AVG. \$ 93.38



# VOLUSIA HOTEL/MOTEL OCCUPANCY 2017 - 2019



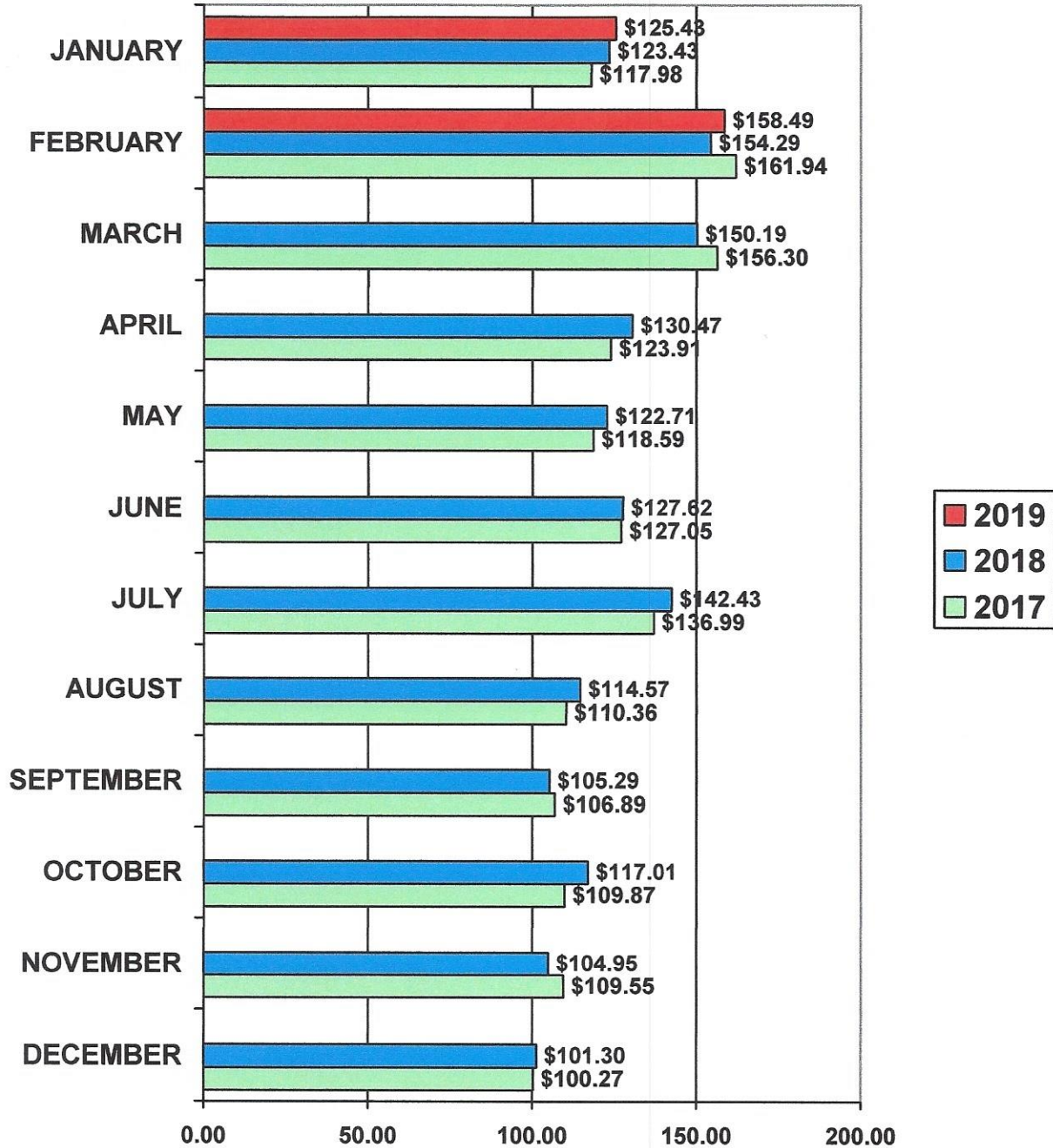
2019 YTD AVG. 66%  
2018 YTD AVG. 68%  
2017 YTD AVG. 66%

FEB 2019  
FEB 2019

HIGH 100%  
LOW 47%



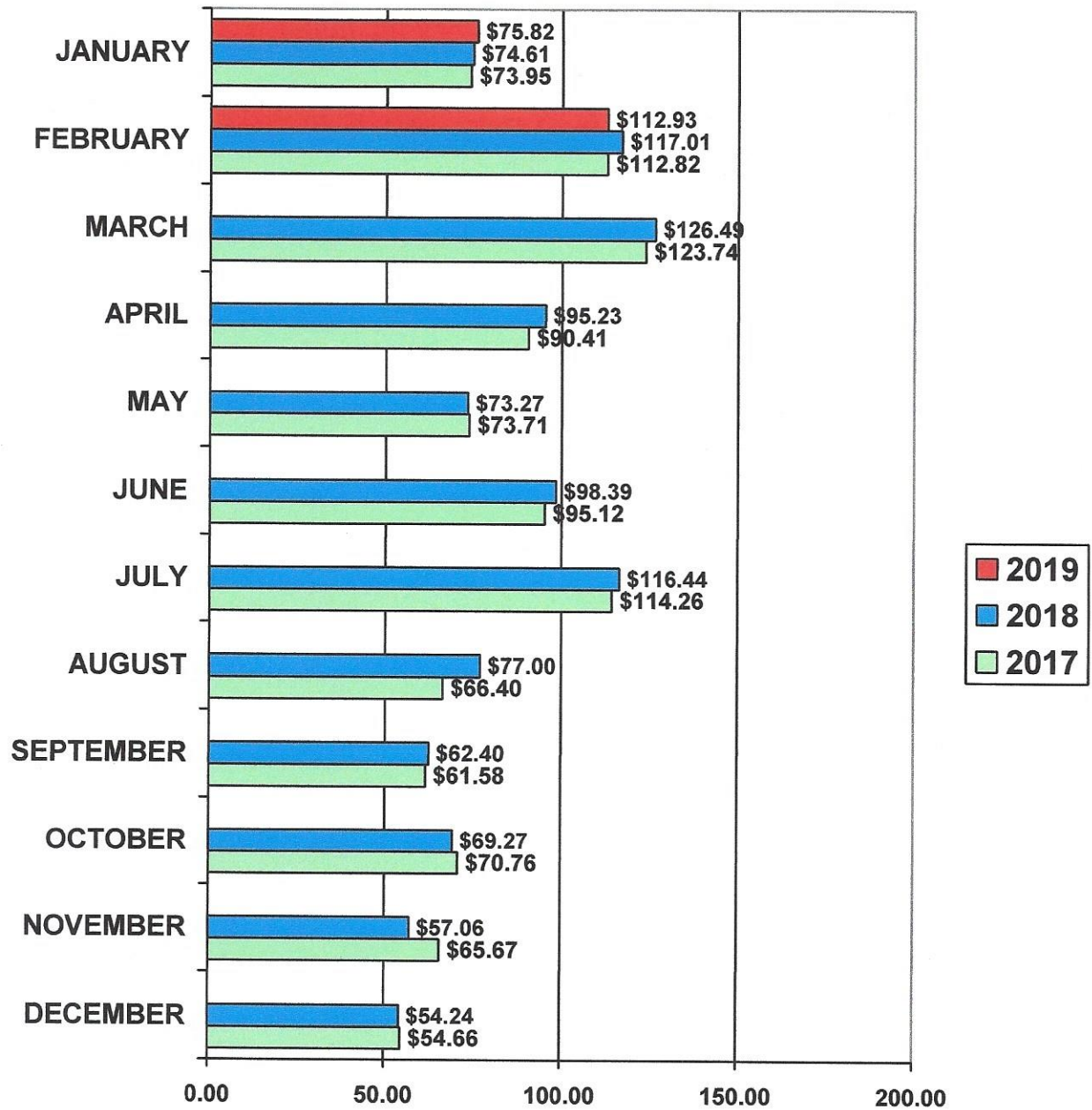
# VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2017 - 2019



2019 YTD AVG. \$142.68    FEB 2019    HIGH \$ 263.21  
 2018 YTD AVG. \$140.02    FEB 2019    LOW \$ 83.51  
 2017 YTD AVG. \$141.19



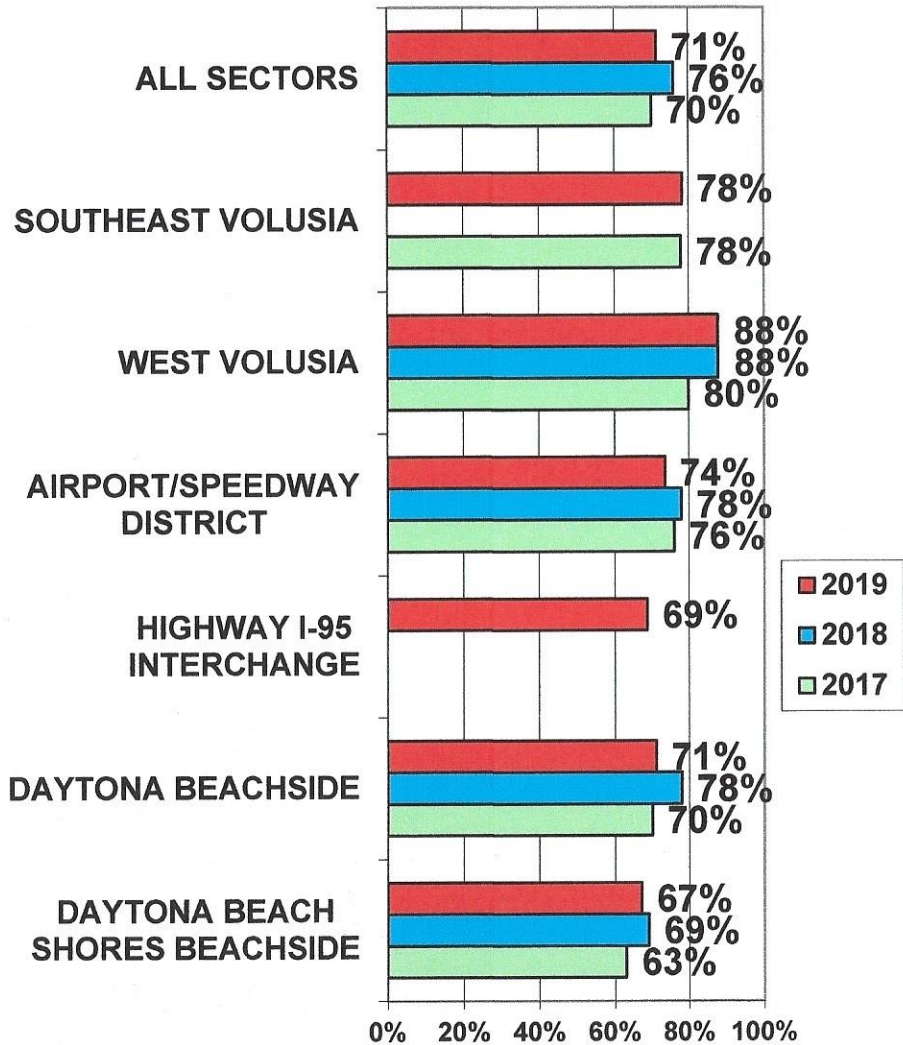
## VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2017 - 2019



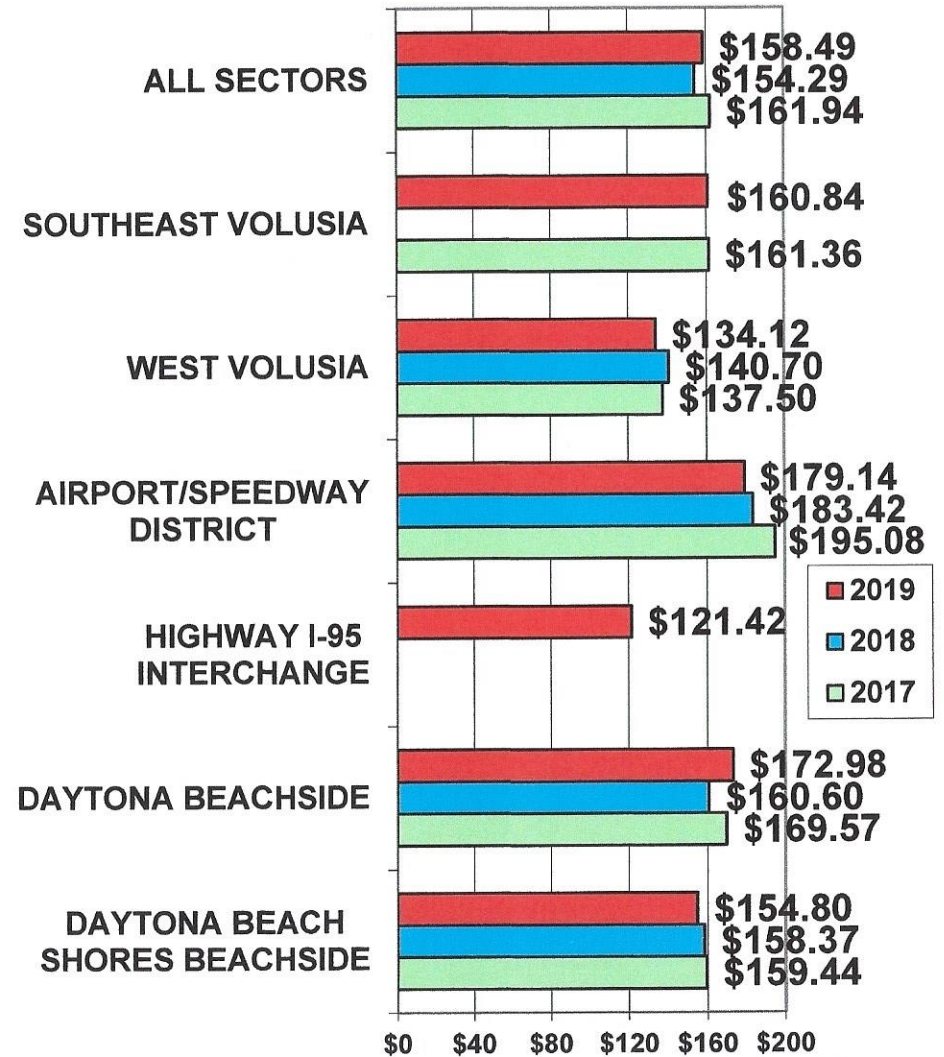
2019 YTD AVG. \$ 93.67  
 2018 YTD AVG. \$ 95.01  
 2017 YTD AVG. \$ 93.45



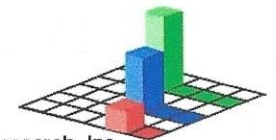
## VOLUSIA OCCUPANCY BY AREA SECTORS - FEBRUARY 2017 - 2019



## VOLUSIA AVERAGE DAILY RATE BY AREA SECTORS - FEBRUARY 2017 - 2019

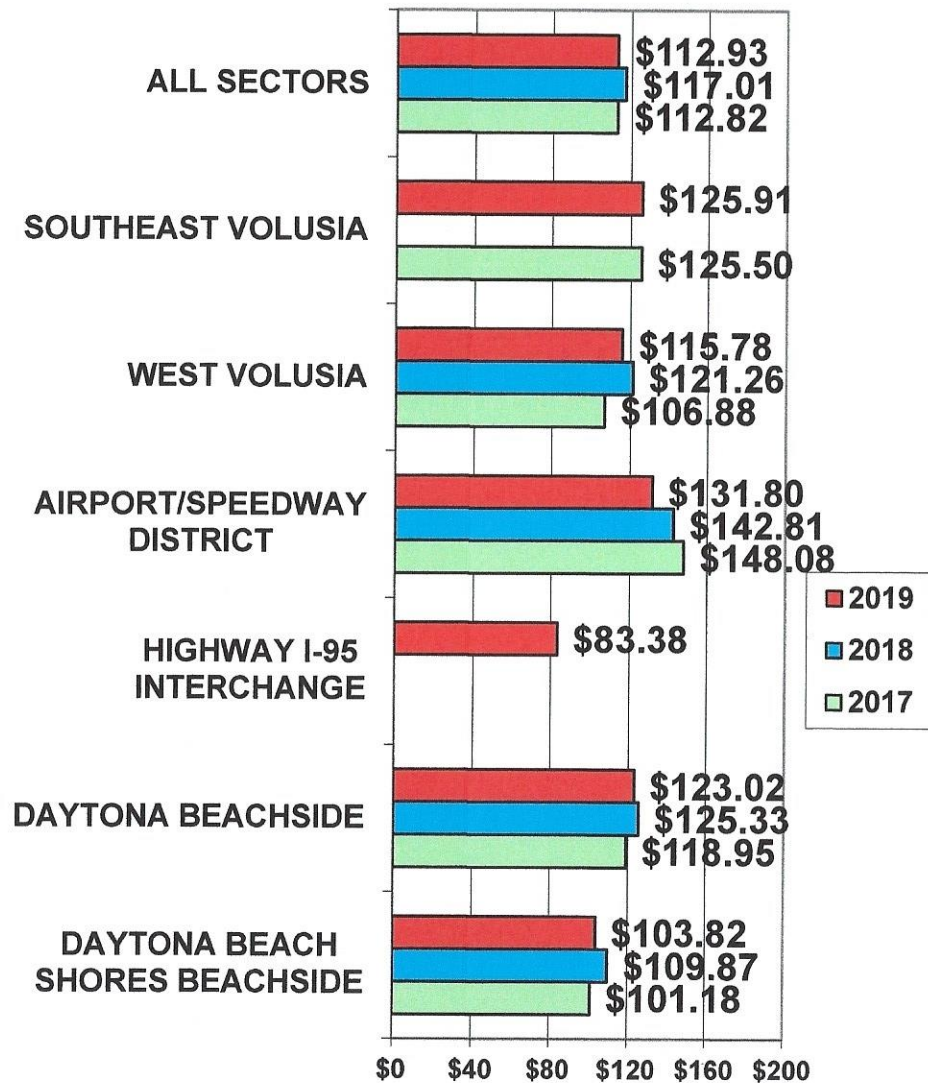


AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.

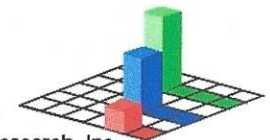




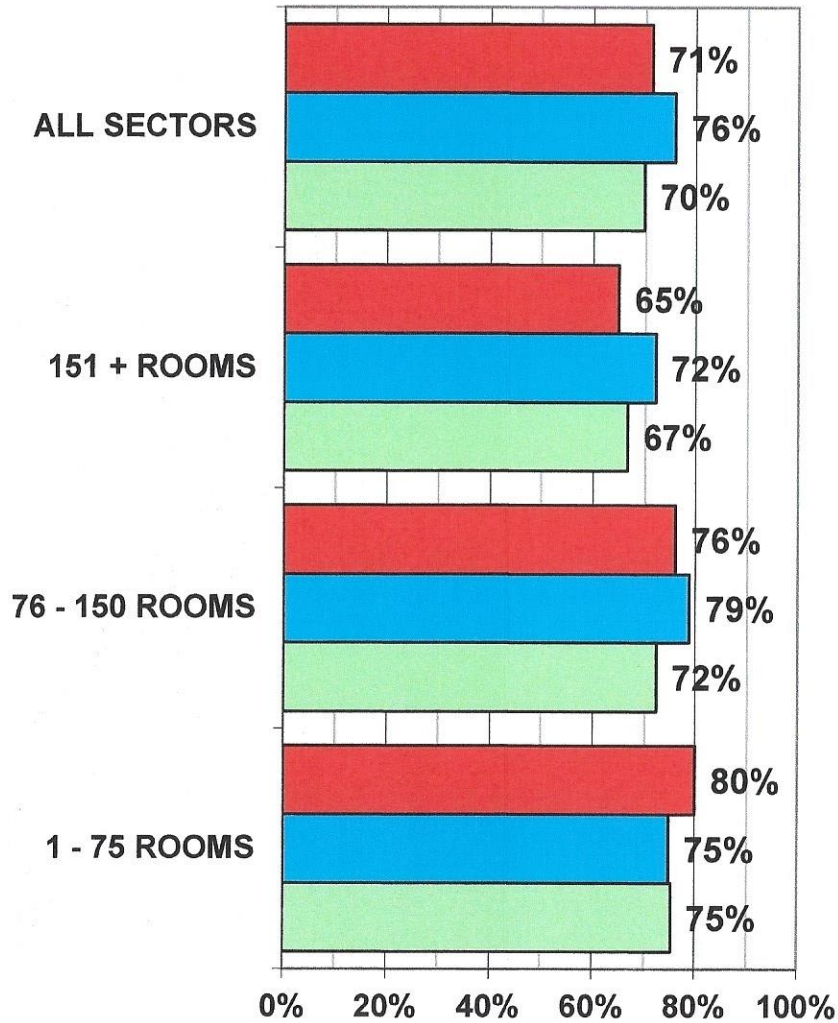
## VOLUSIA REV PAR BY AREA SECTORS - FEBRUARY 2017 - 2019



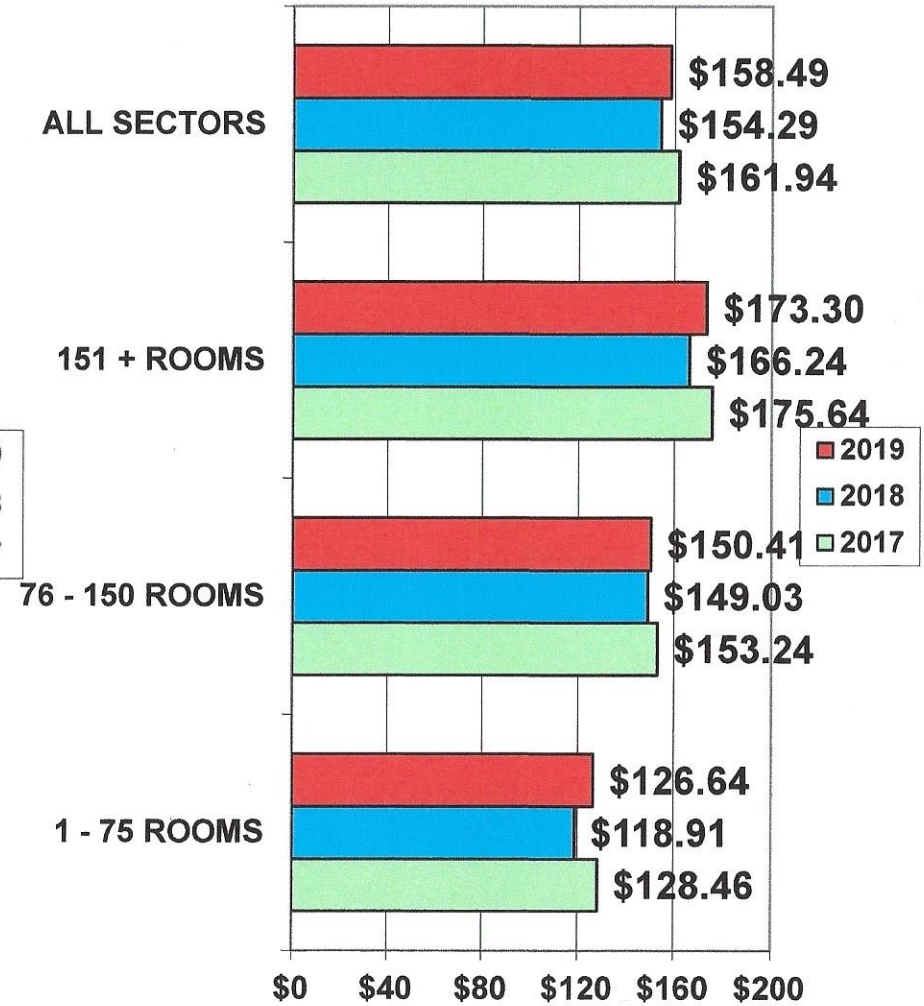
AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.



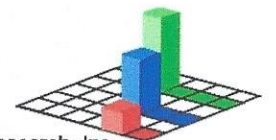
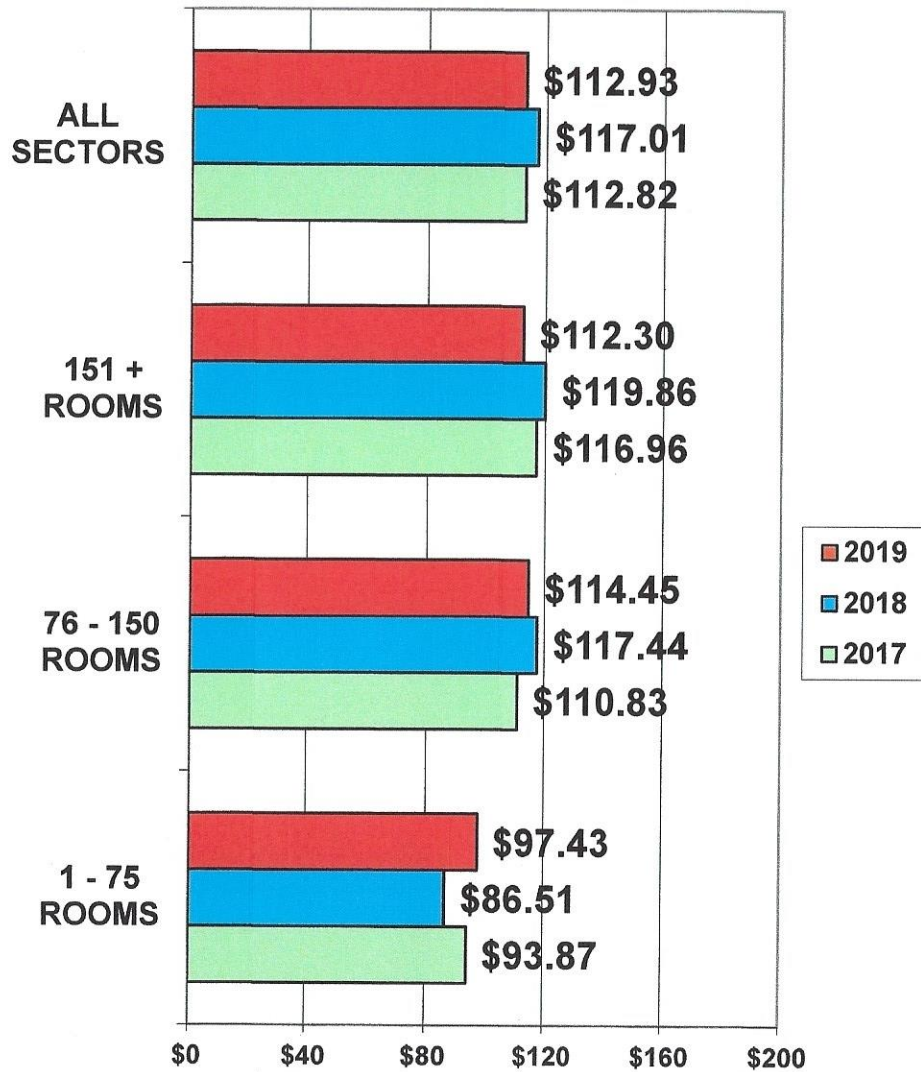
**VOLUSIA OCCUPANCY  
BY PROPERTY SIZE-  
FEBRUARY 2017 - 2019**



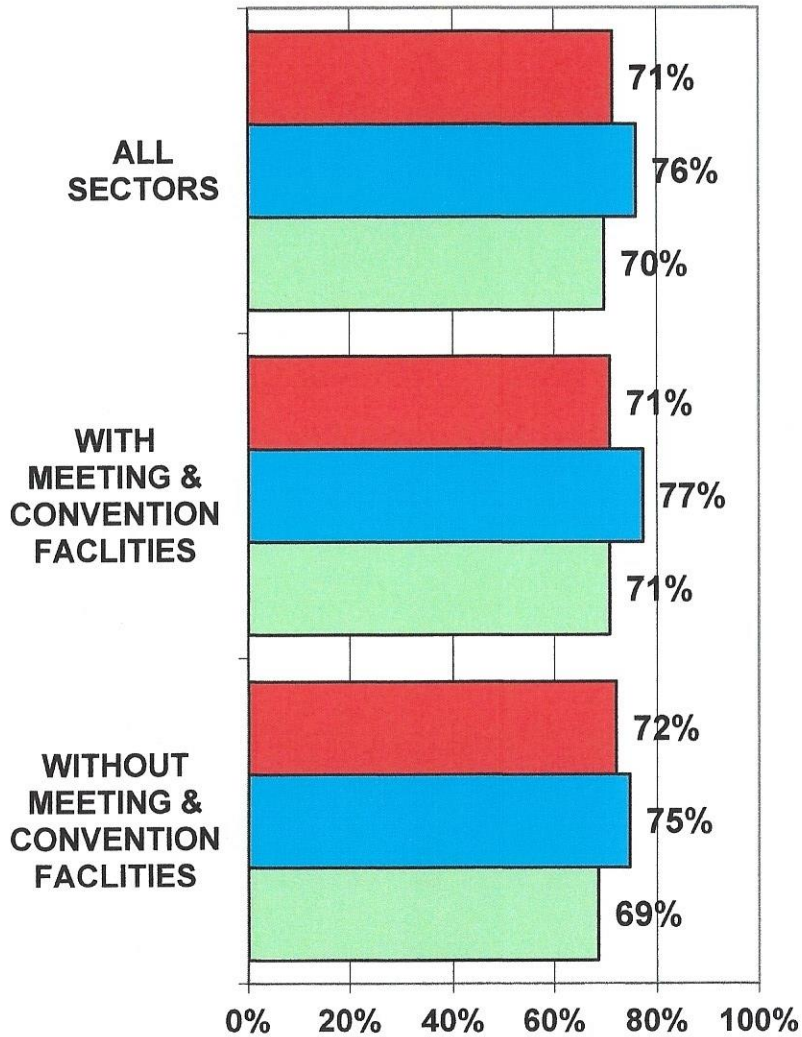
**VOLUSIA AVERAGE DAILY RATE BY  
PROPERTY SIZE -  
FEBRUARY 2017 - 2019**



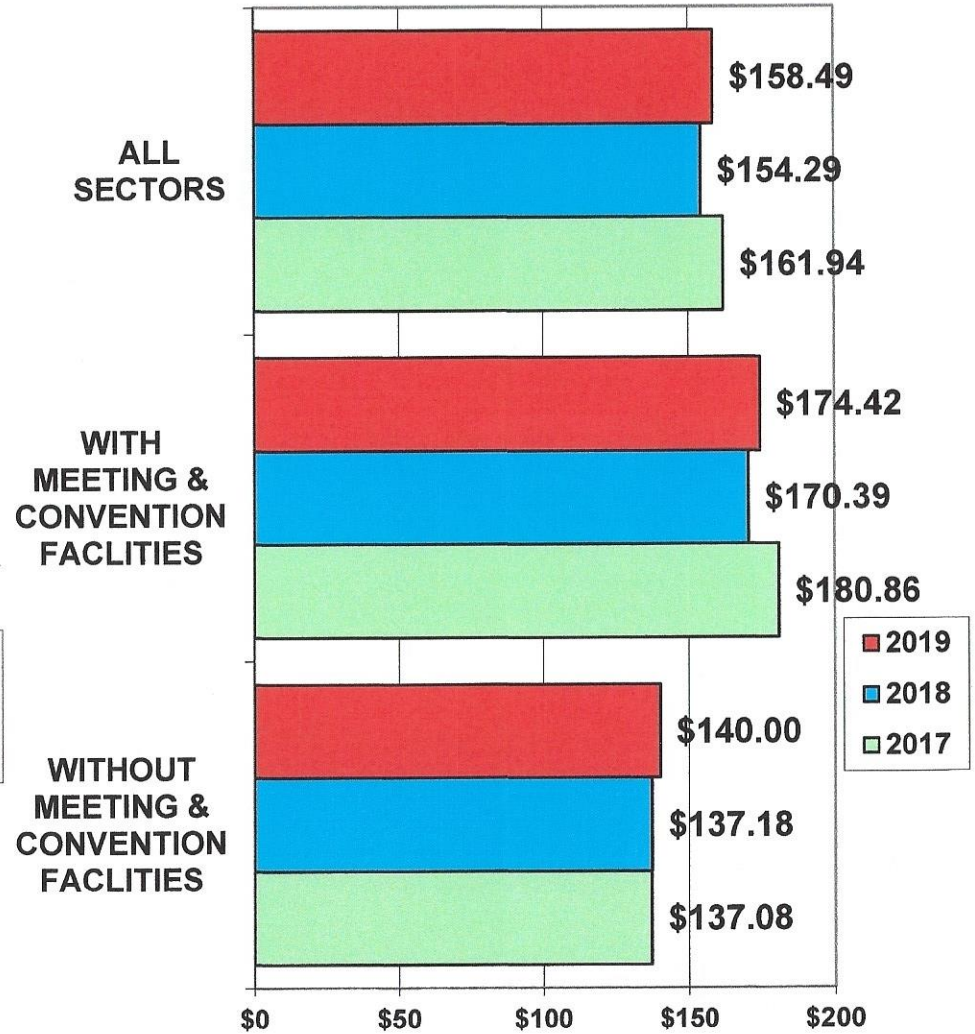
**VOLUSIA REV/PAR  
BY PROPERTY SIZE -  
FEBRUARY 2017 - 2019**



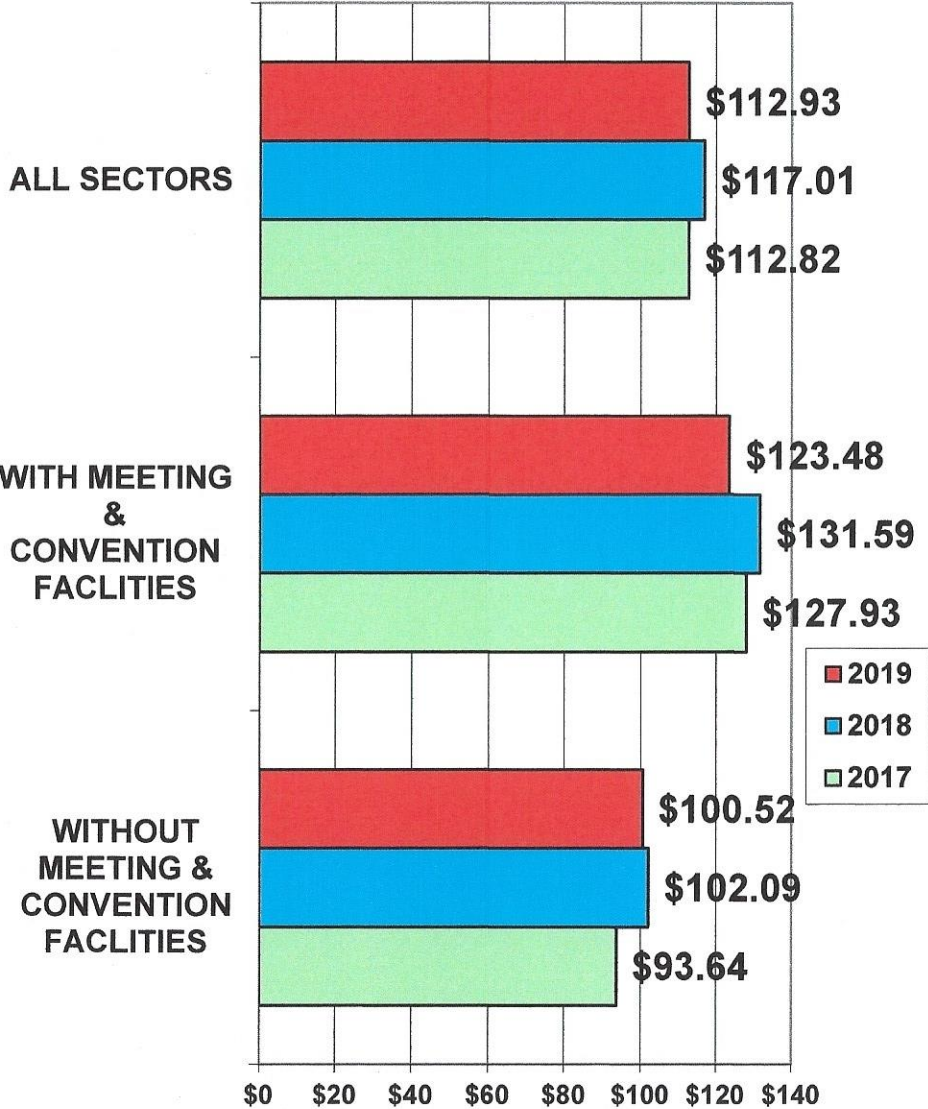
**VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - FEBRUARY 2017 - 2019**



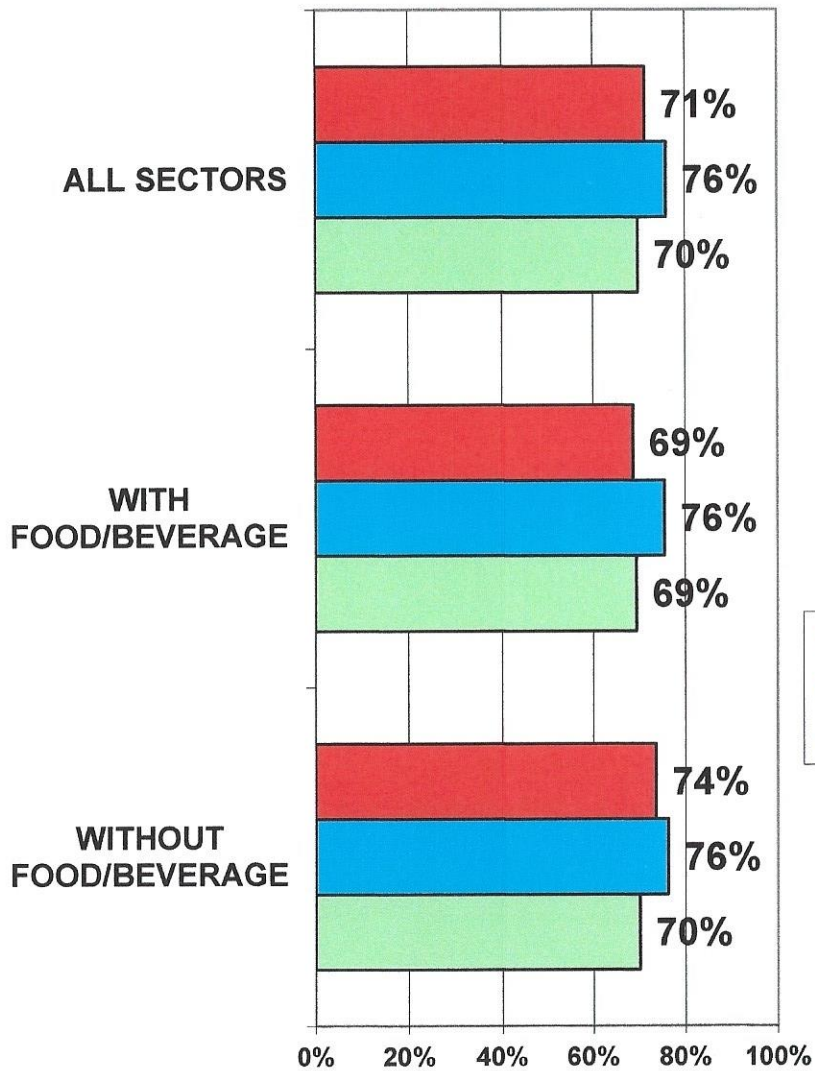
**VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - FEBRUARY 2017 - 2019**



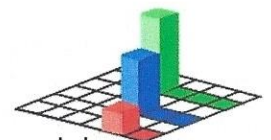
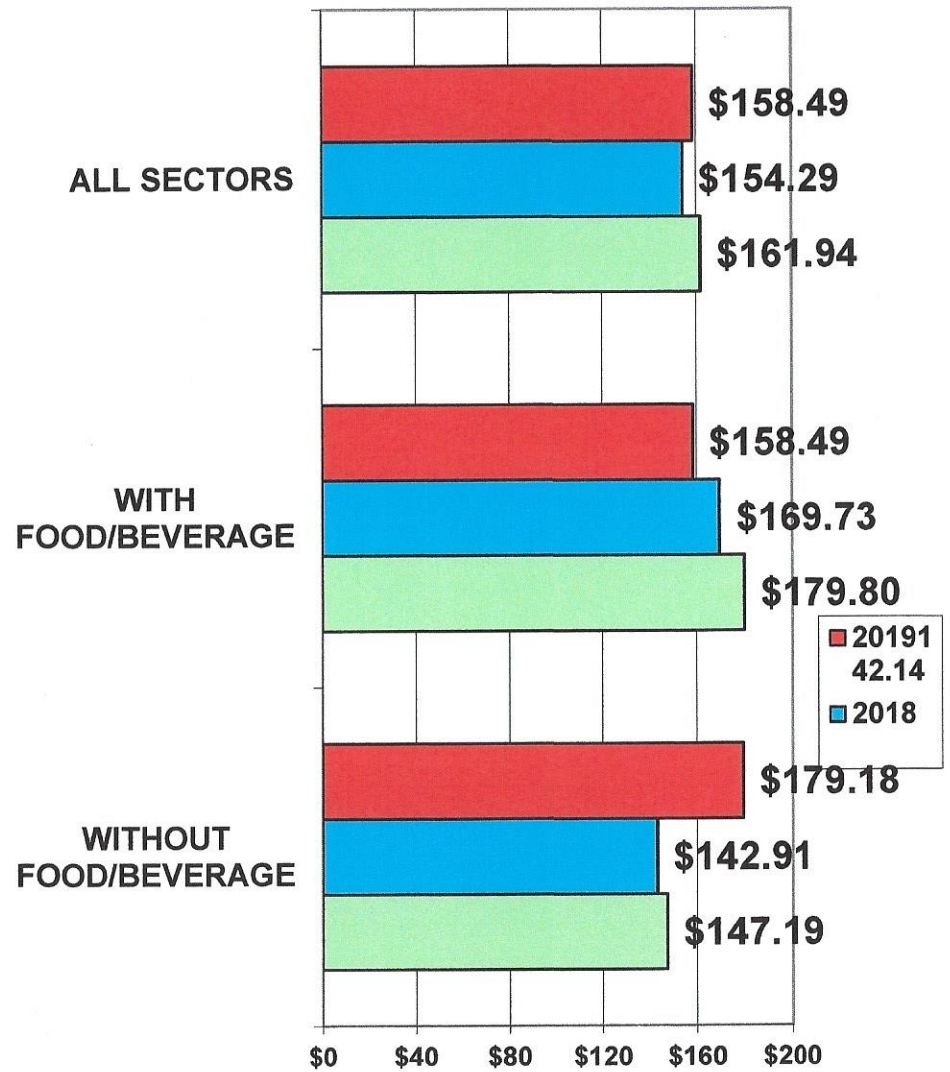
**VOLUSIA REV/PAR BY MEETING & CONVENTION FACILITIES - FEBRUARY 2017 - 2019**



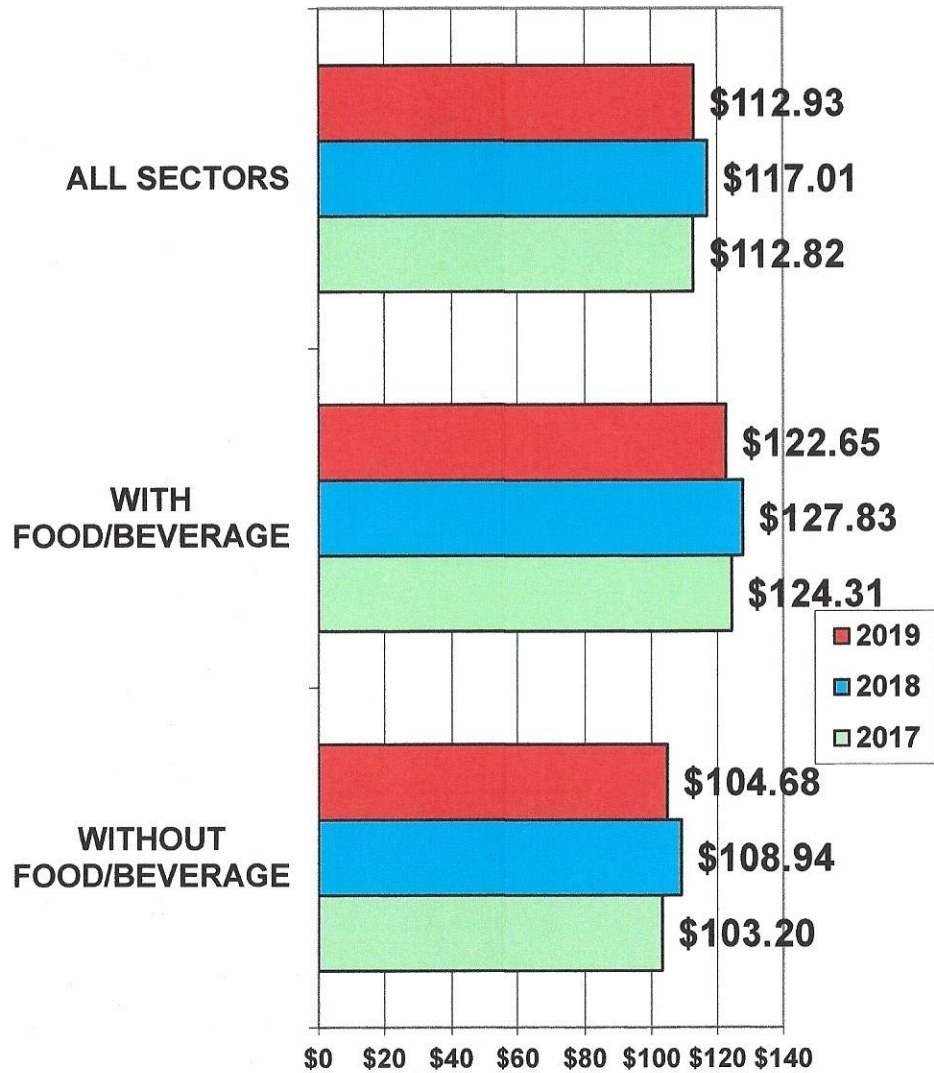
### VOLUSIA OCCUPANCY BY FOOD/BEVERAGE - FEBRUARY 2017 - 2019



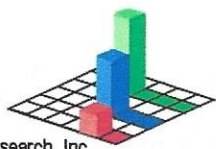
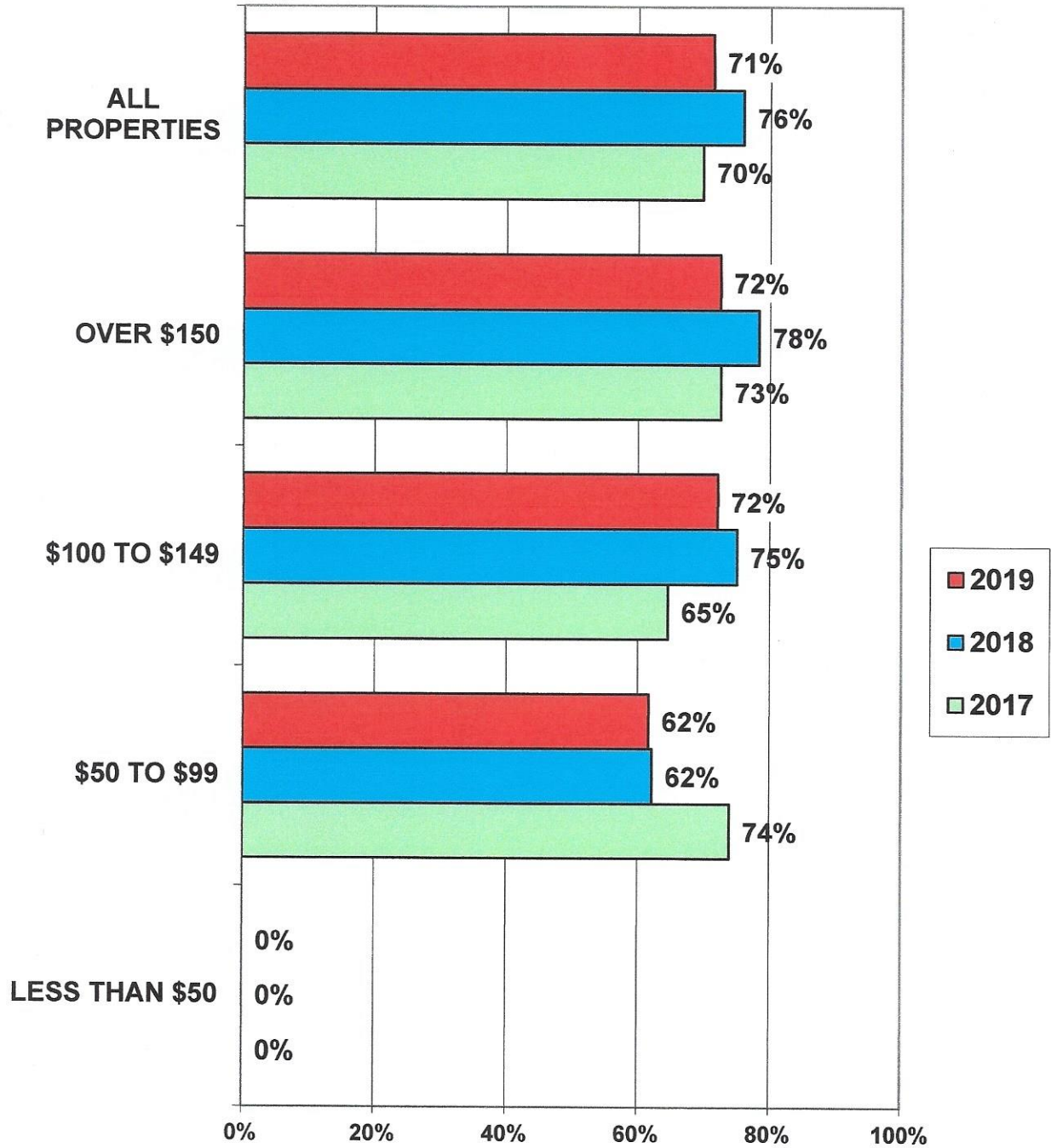
### VOLUSIA AVERAGE DAILY RATE BY FOOD/BEVERAGE FEBRUARY 2017 - 2019



# VOLUSIA REV/PAR BY FOOD/BEVERAGE - FEBRUARY 2017 - 2019



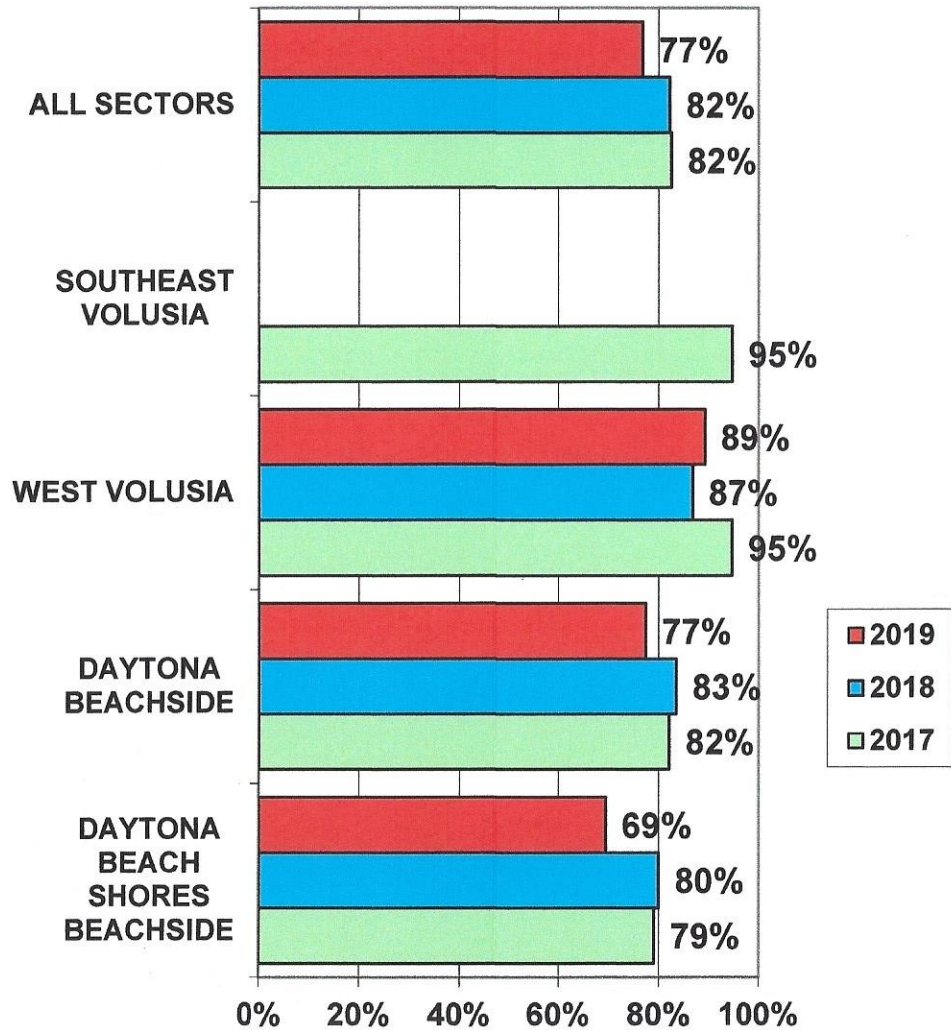
## DAYTONA BEACH HOTEL/MOTEL OCCUPANCY BY PRICE RANGE FEBRUARY 2017 - 2019



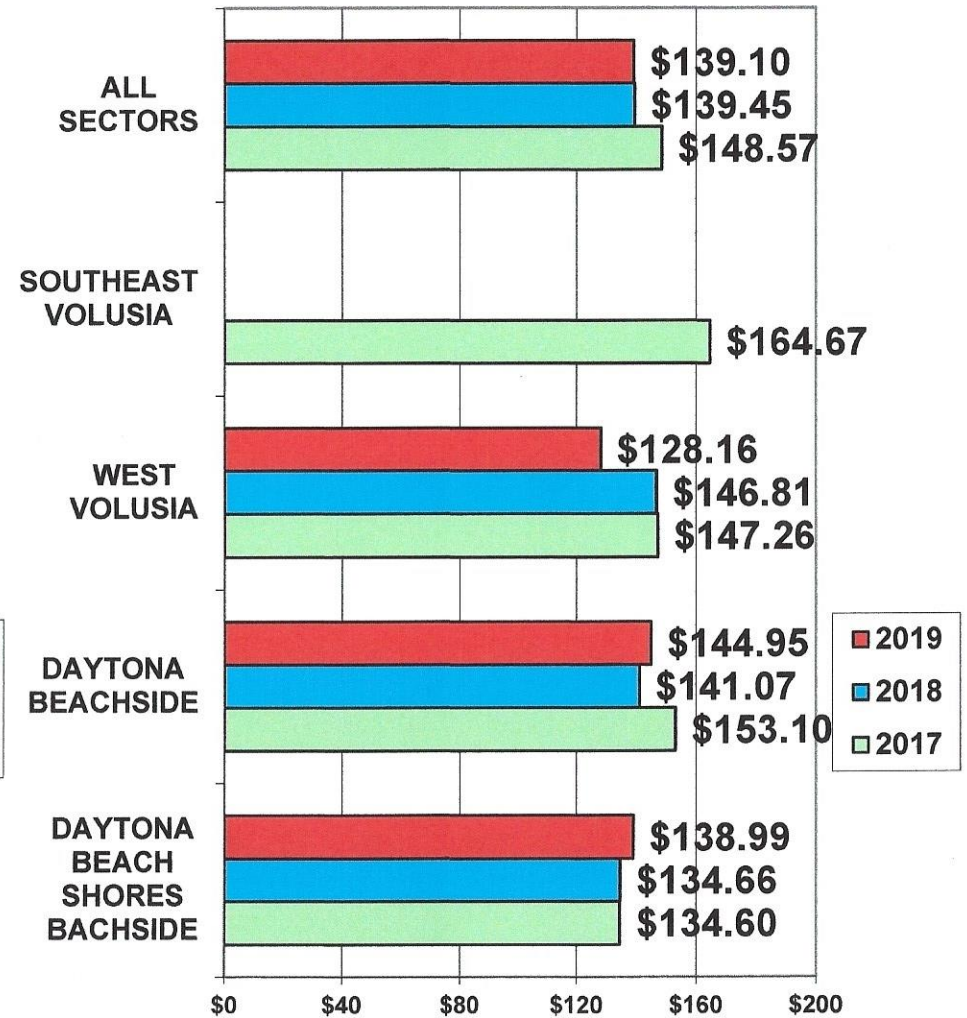
Mid-Florida Marketing & Research, Inc.



**VOLUSIA OCCUPANCY  
BY AREA SECTOR-  
LUCAS OIL 200 AND ADVANCE AUTO  
PARTS CLASH  
FEBRUARY 2017 - 2019**

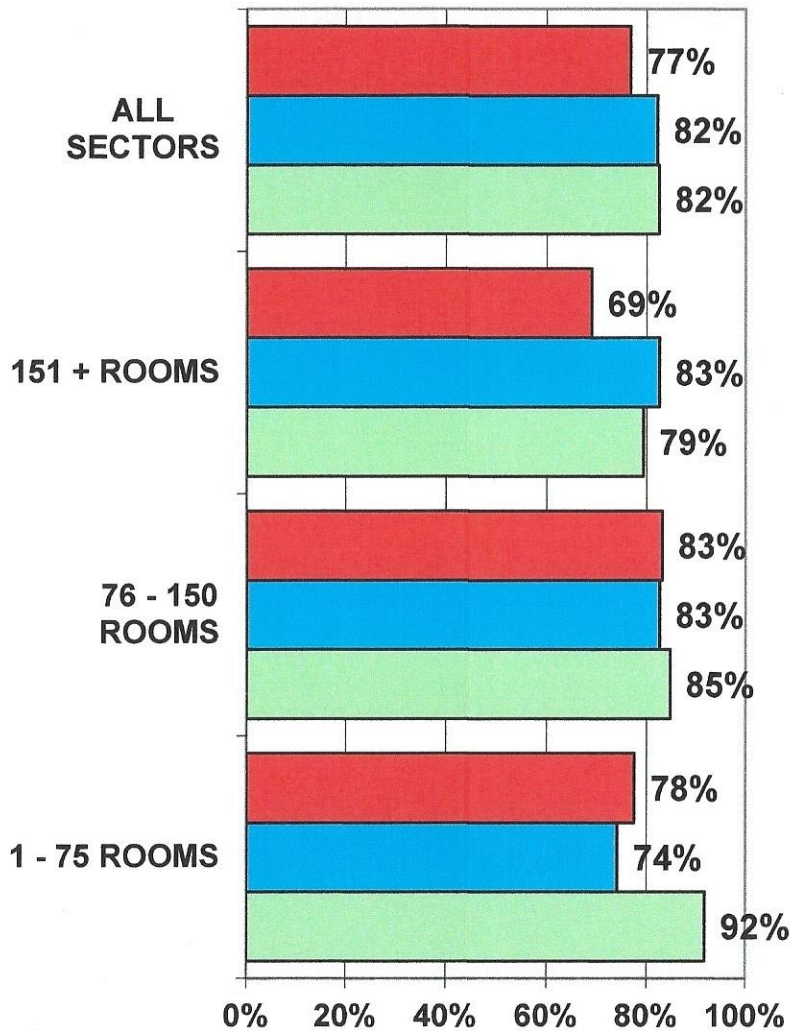


**VOLUSIA AVERAGE DAILY RATE  
BY AREA SECTOR-  
LUCAS OIL 200 AND ADVANCE AUTO  
PARTS CLASH  
FEBRUARY 2017 - 2019**

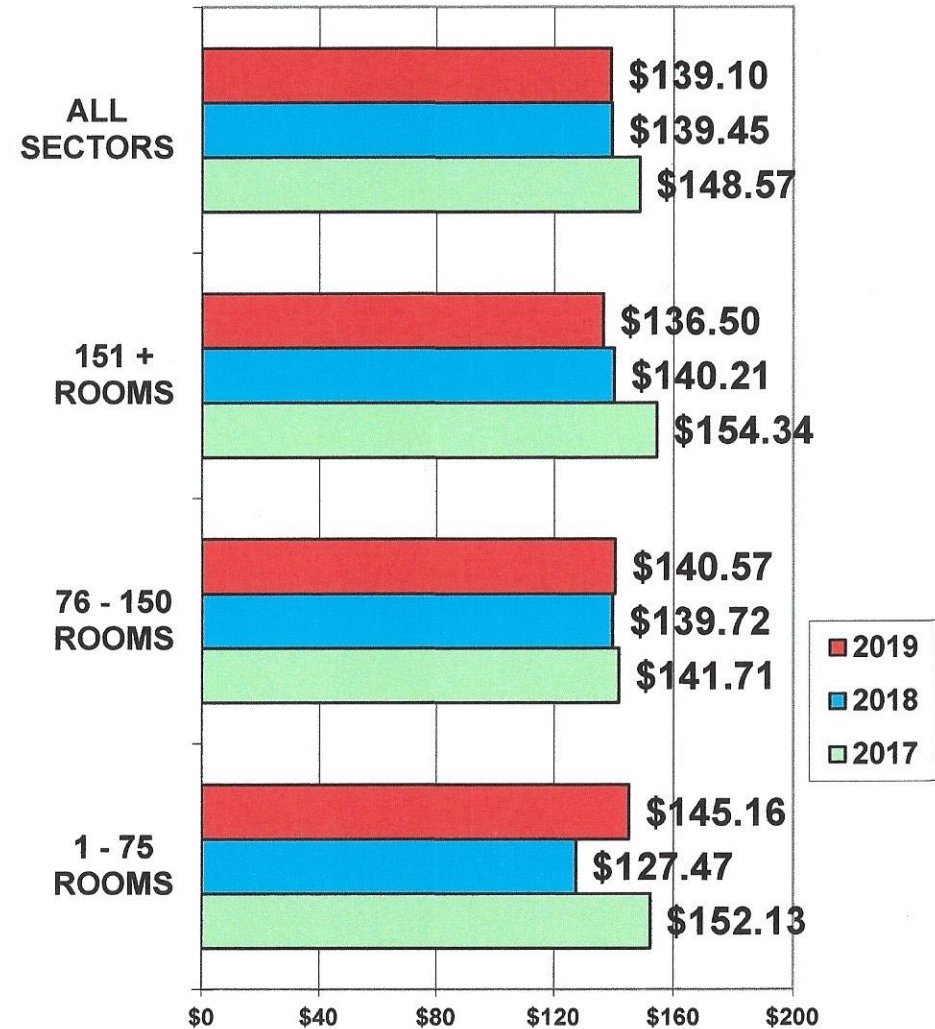


AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.

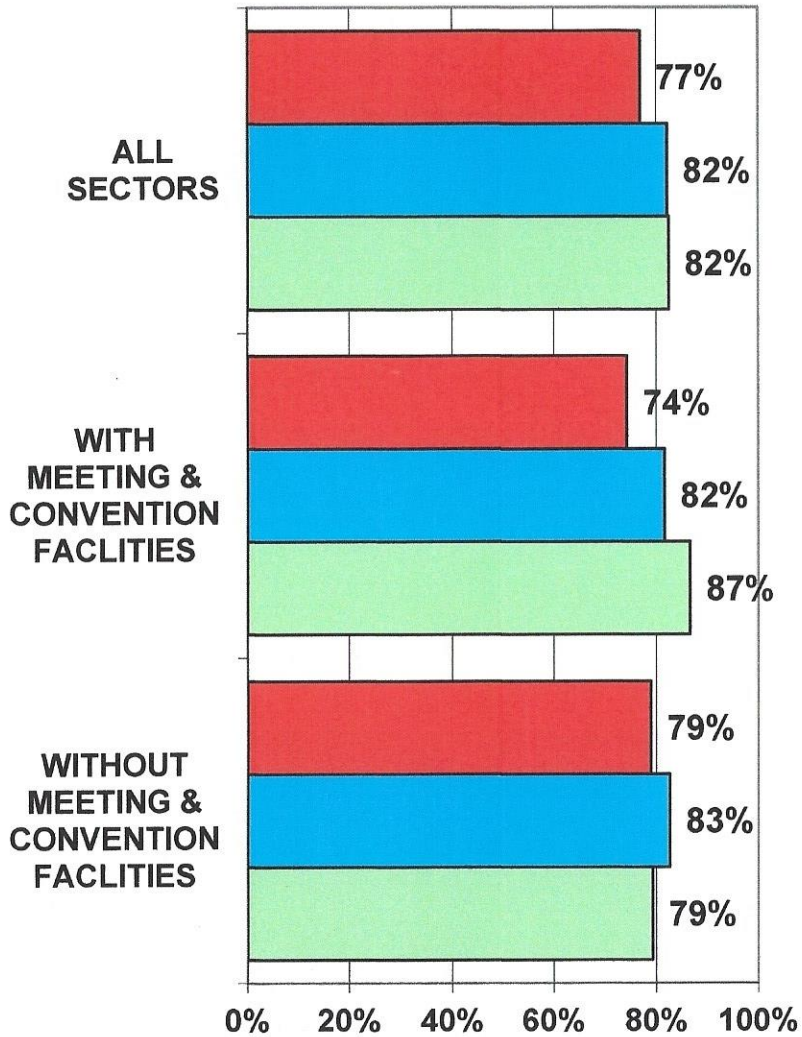
**VOLUSIA OCCUPANCY  
BY PROPERTY SIZE -  
LUCAS OIL 200 AND ADVANCE AUTO  
PARTS CLASH  
FEBRUARY 2017 - 2019**



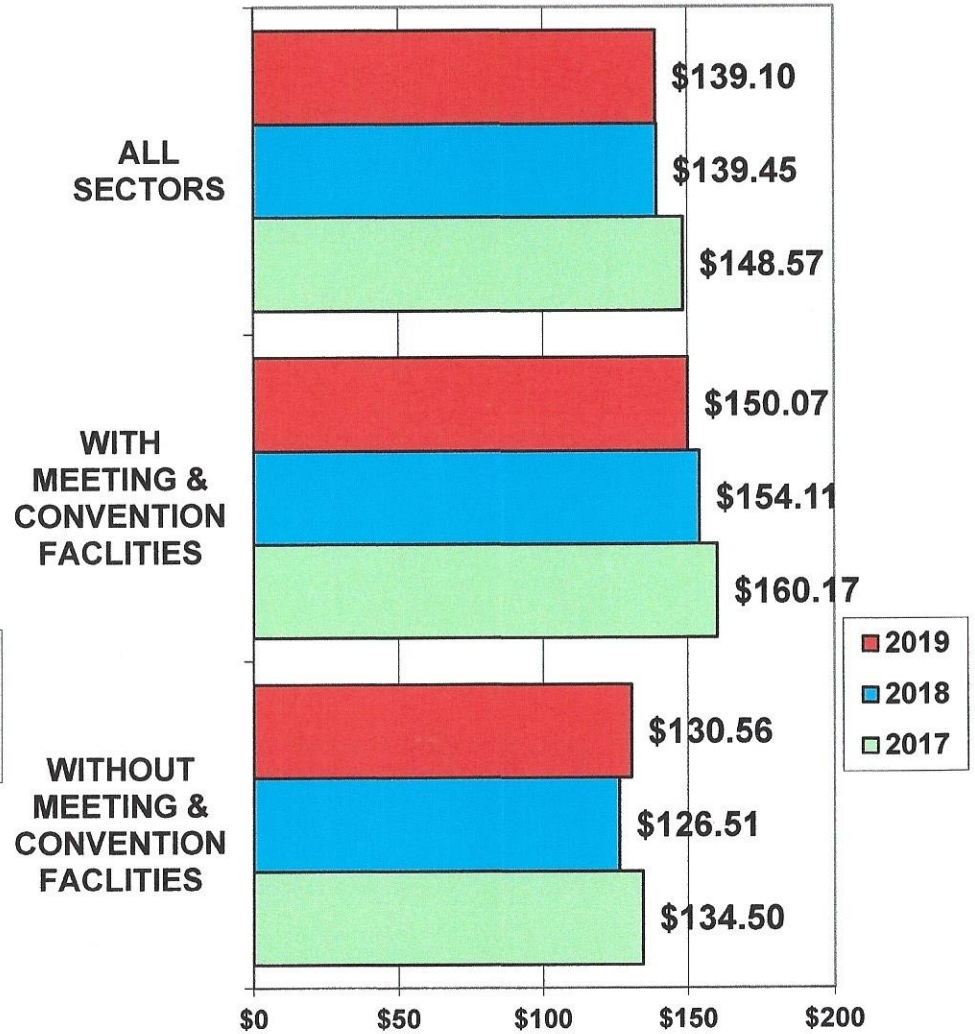
**VOLUSIA AVERAGE DAILY RATE  
BY PROPERTY SIZE -  
LUCAS OIL 200 AND ADVANCE AUTO  
PARTS CLASH  
FEBRUARY 2017 - 2019**



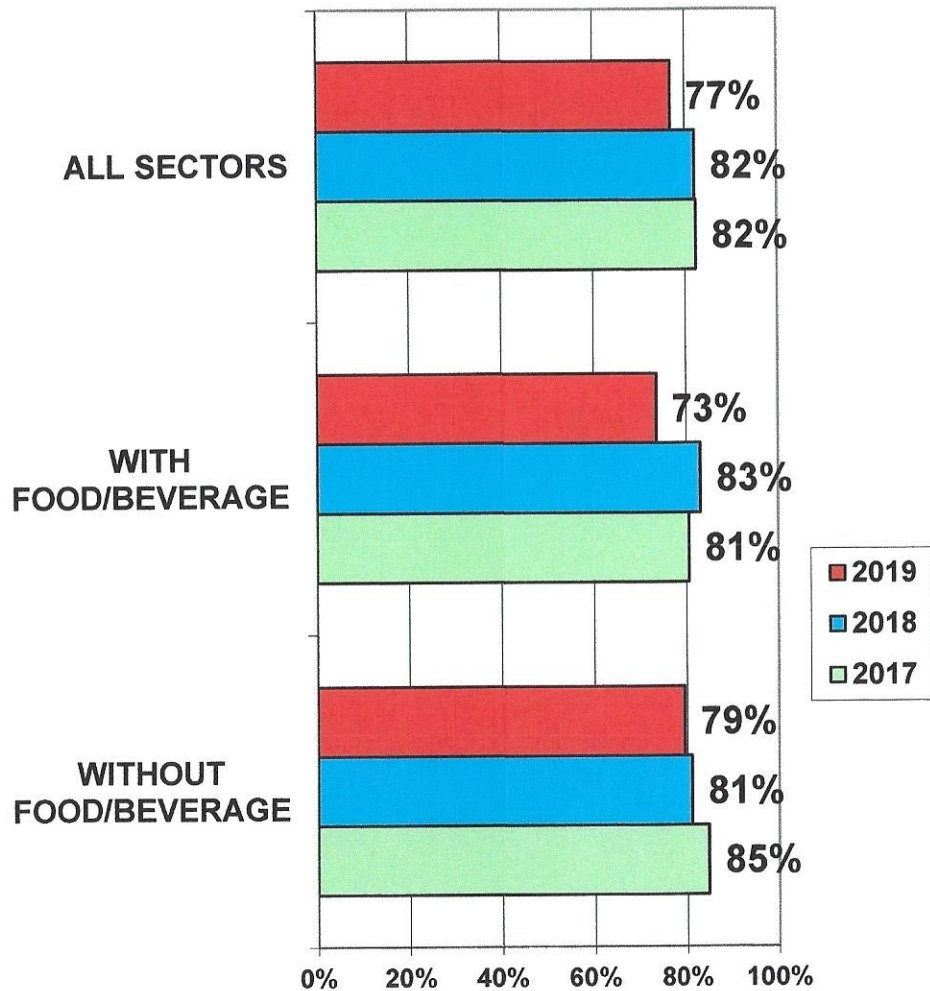
**VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - LUCAS OIL 200 AND ADVANCE AUTO PARTS CLASH FEBRUARY 2017 - 2019**



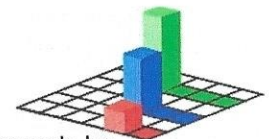
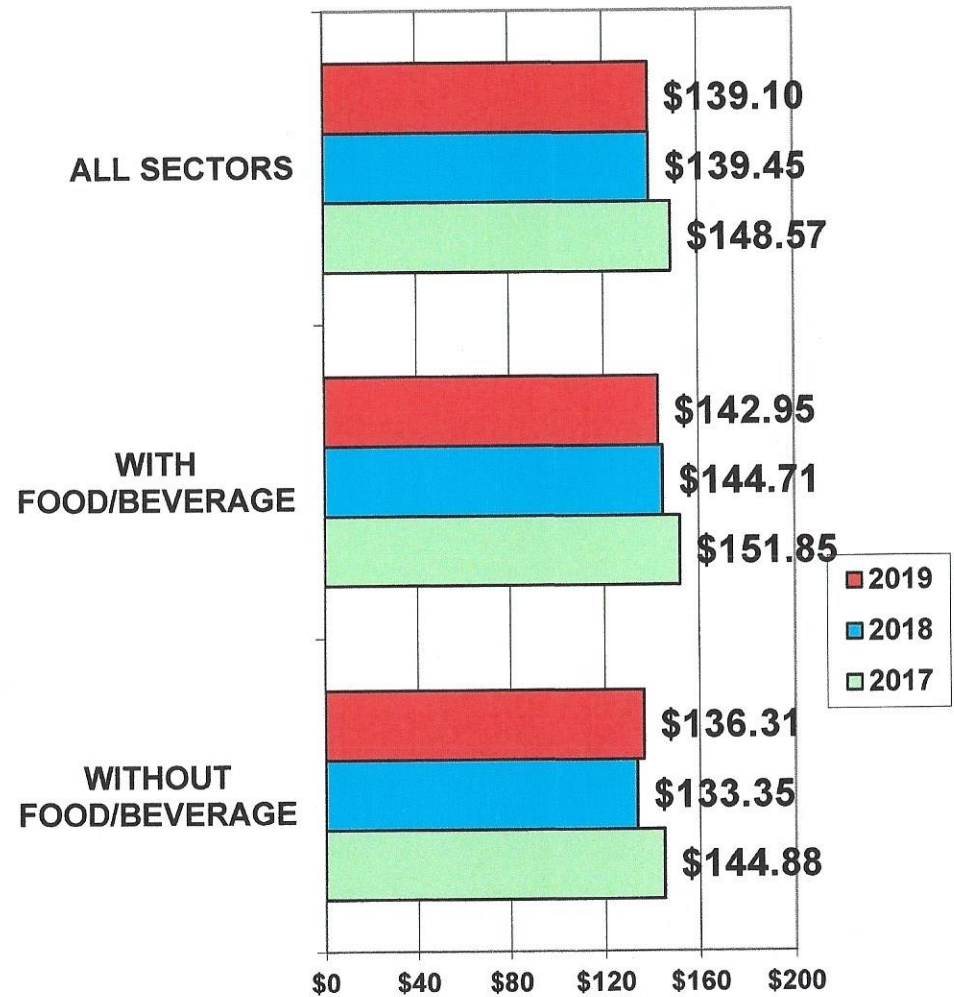
**VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - LUCAS OIL 200 AND ADVANCE AUTO PARTS CLASH FEBRUARY 2017 - 2019**



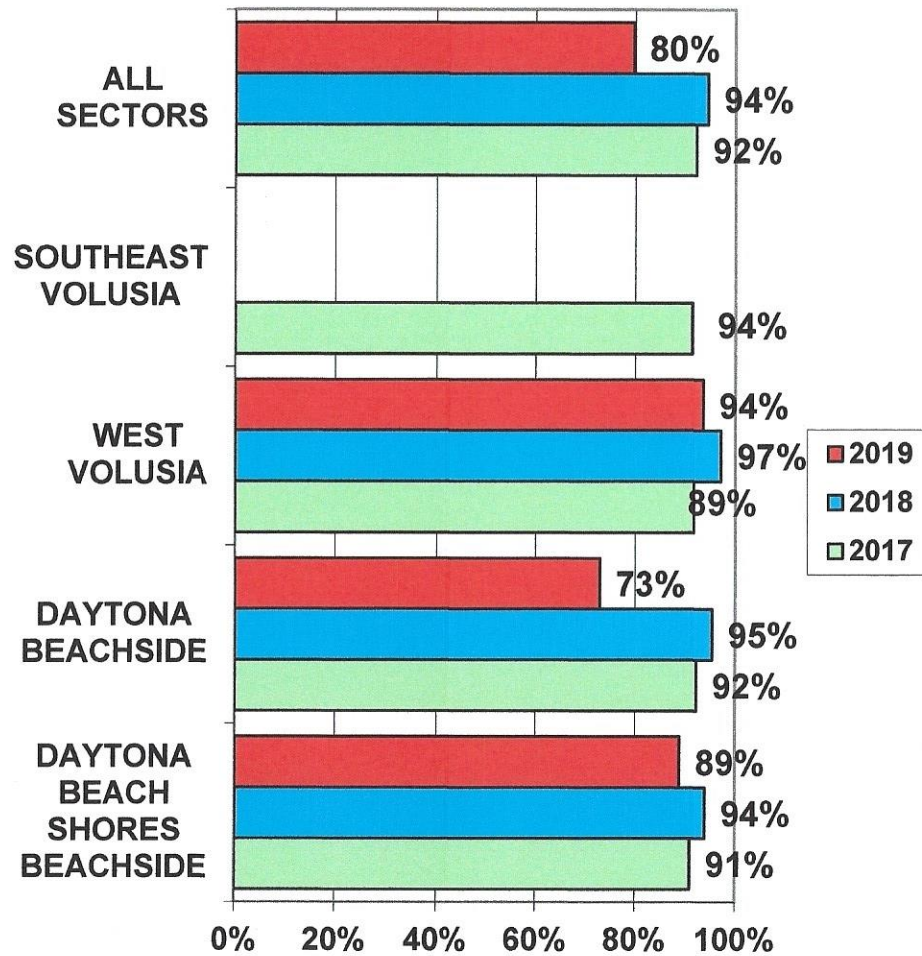
**VOLUSIA OCCUPANCY BY  
FOOD/BEVERAGE -  
LUCAS OIL 200 AND ADVANCE AUTO  
PARTS CLASH  
FEBRUARY 2017 - 2019**



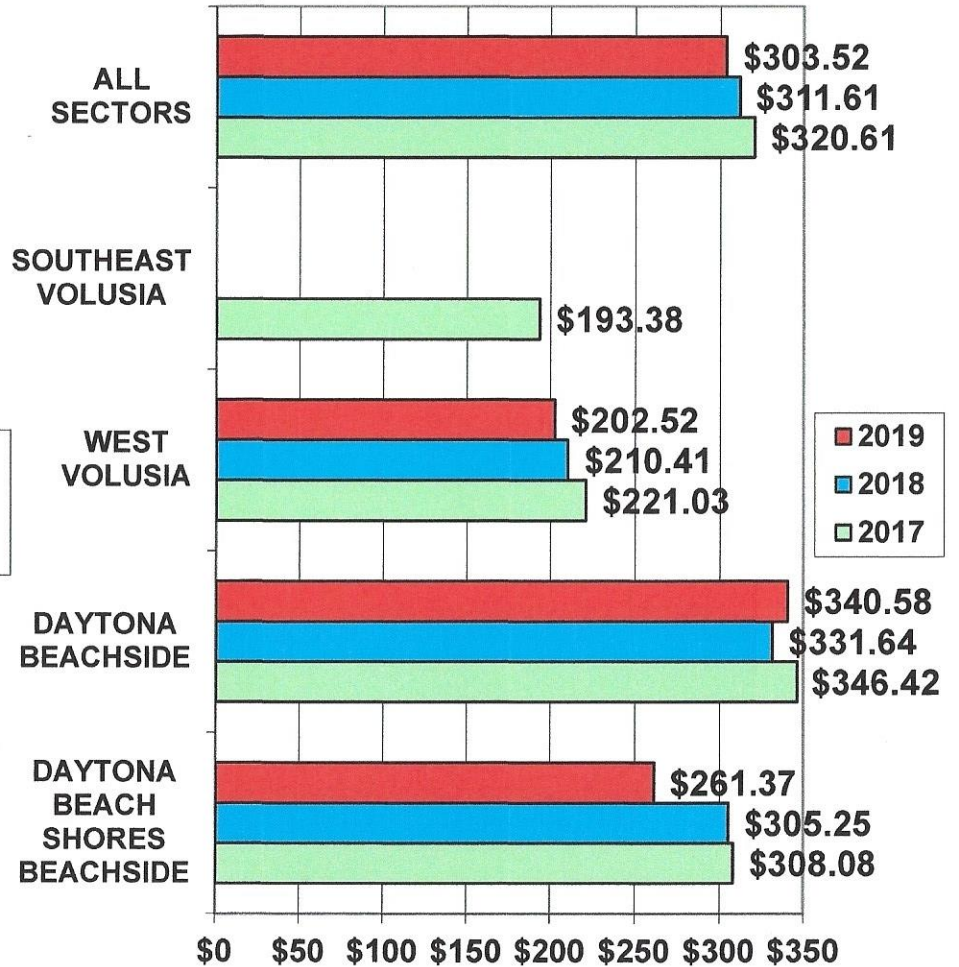
**VOLUSIA AVERAGE DAILY RATE BY  
FOOD/BEVERAGE  
LUCAS OIL 200 AND ADVANCE AUTO  
PARTS CLASH  
FEBRUARY 2017 - 2019**



**VOLUSIA OCCUPANCY  
BY AREA SECTORS -  
DAYTONA 500  
FEBRUARY 2017 - 2019**

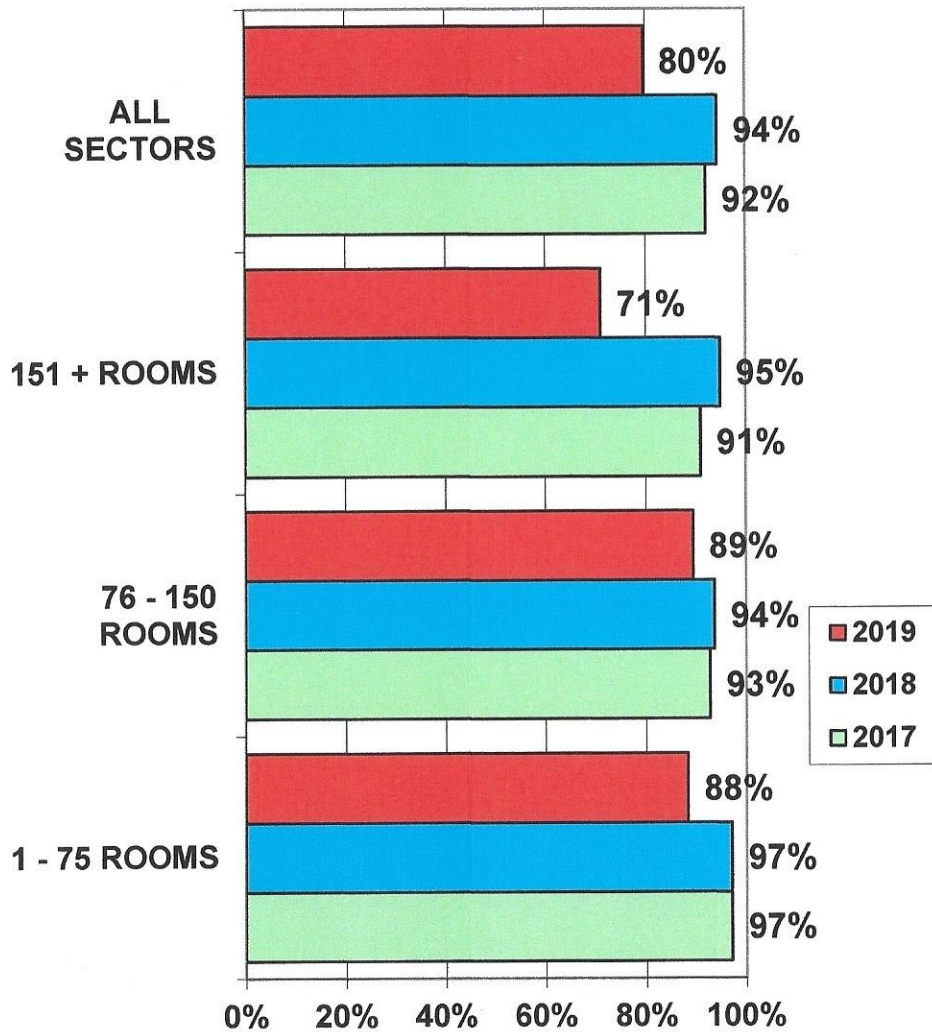


**VOLUSIA AVERAGE DAILY RATE  
BY AREA SECTORS -  
DAYTONA 500  
FEBRUARY 2017 - 2019**

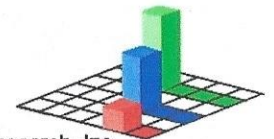
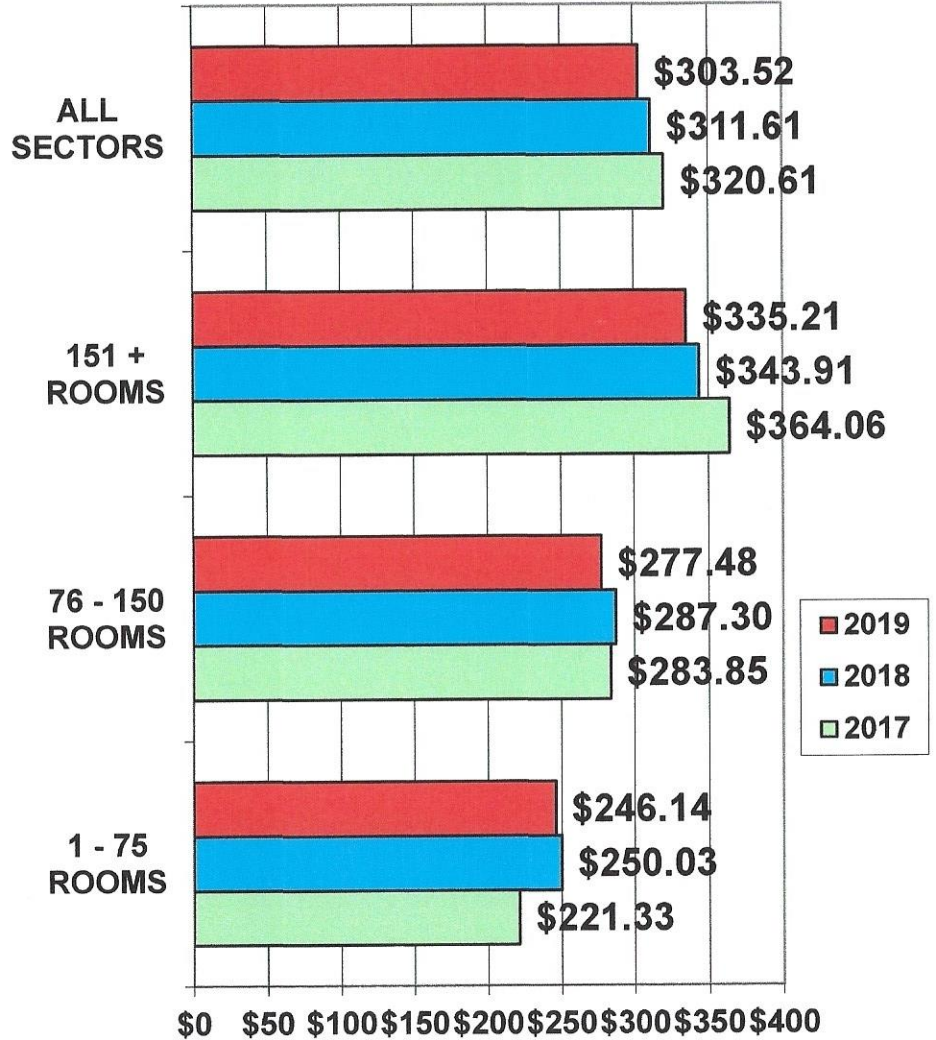


AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.

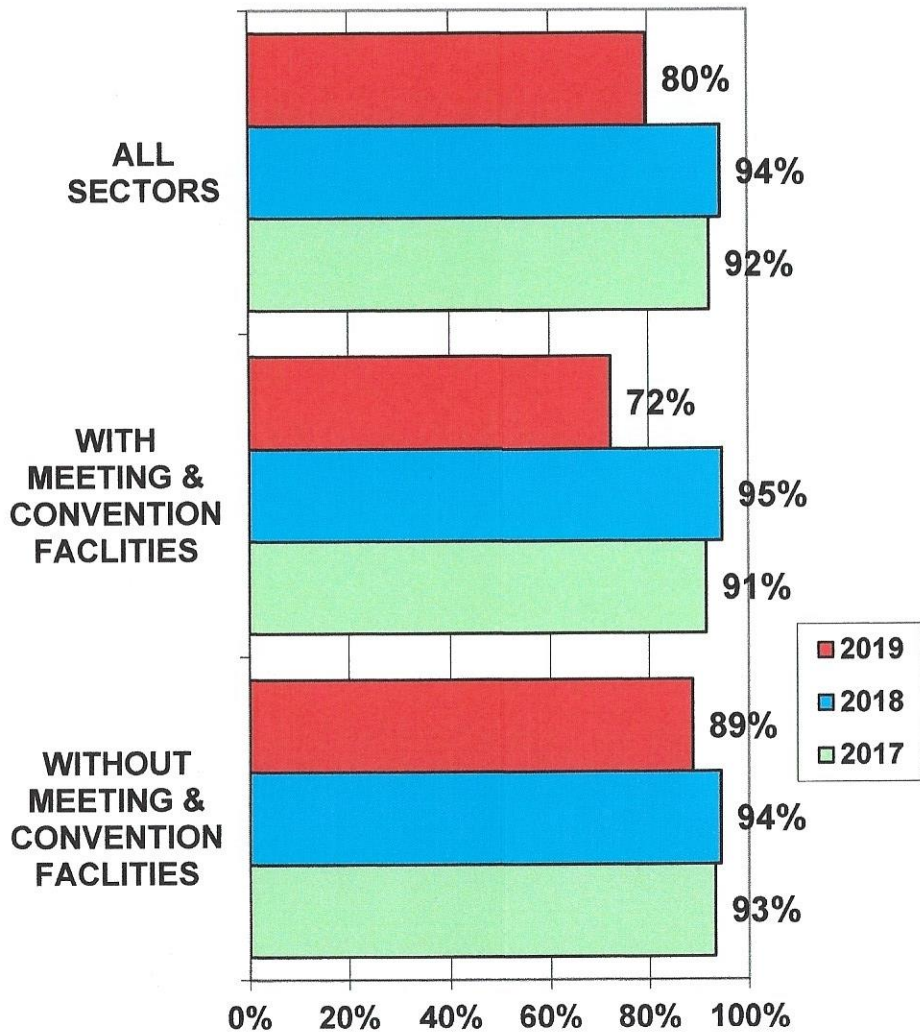
**VOLUSIA OCCUPANCY  
BY PROPERTY SIZE -  
DAYTONA 500  
FEBRUARY 2017 - 2019**



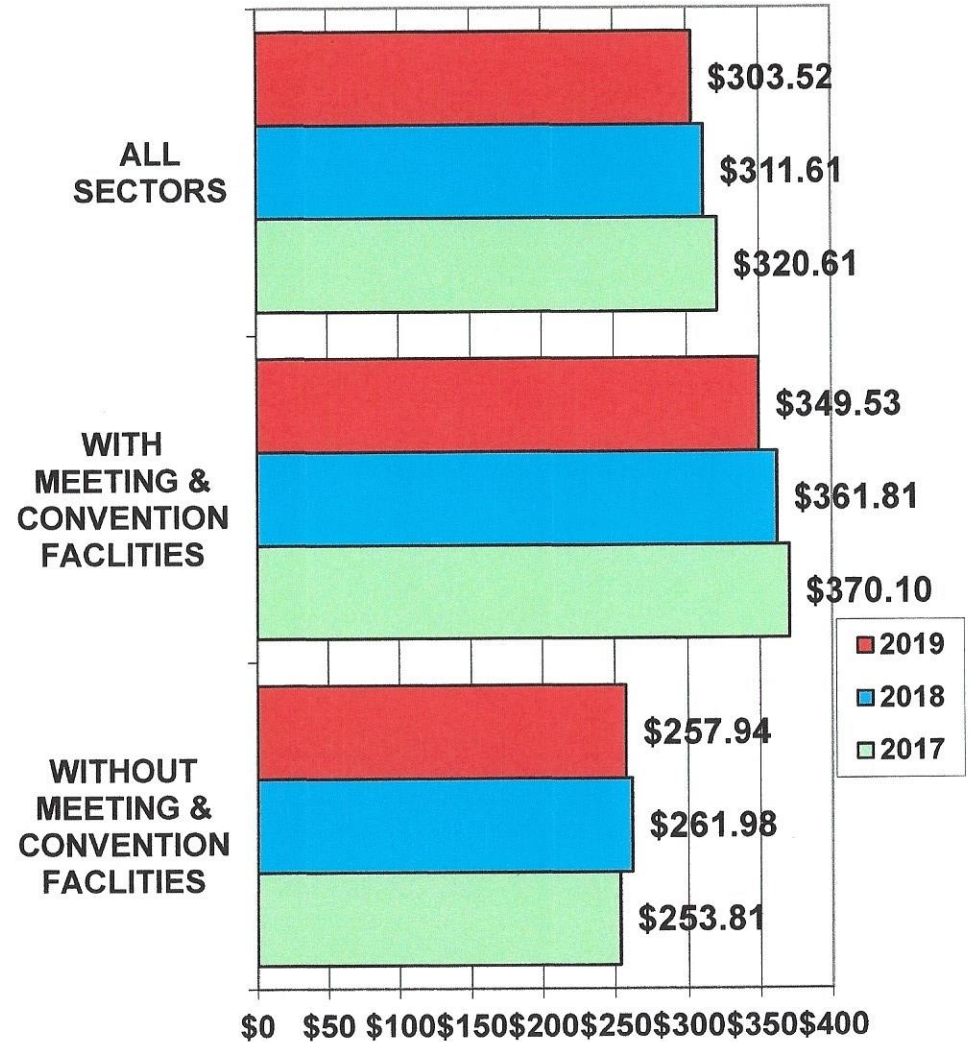
**VOLUSIA AVERAGE DAILY RATE BY  
PROPERTY SIZE -  
DAYTONA 500  
FEBRUARY 2017 - 2019**



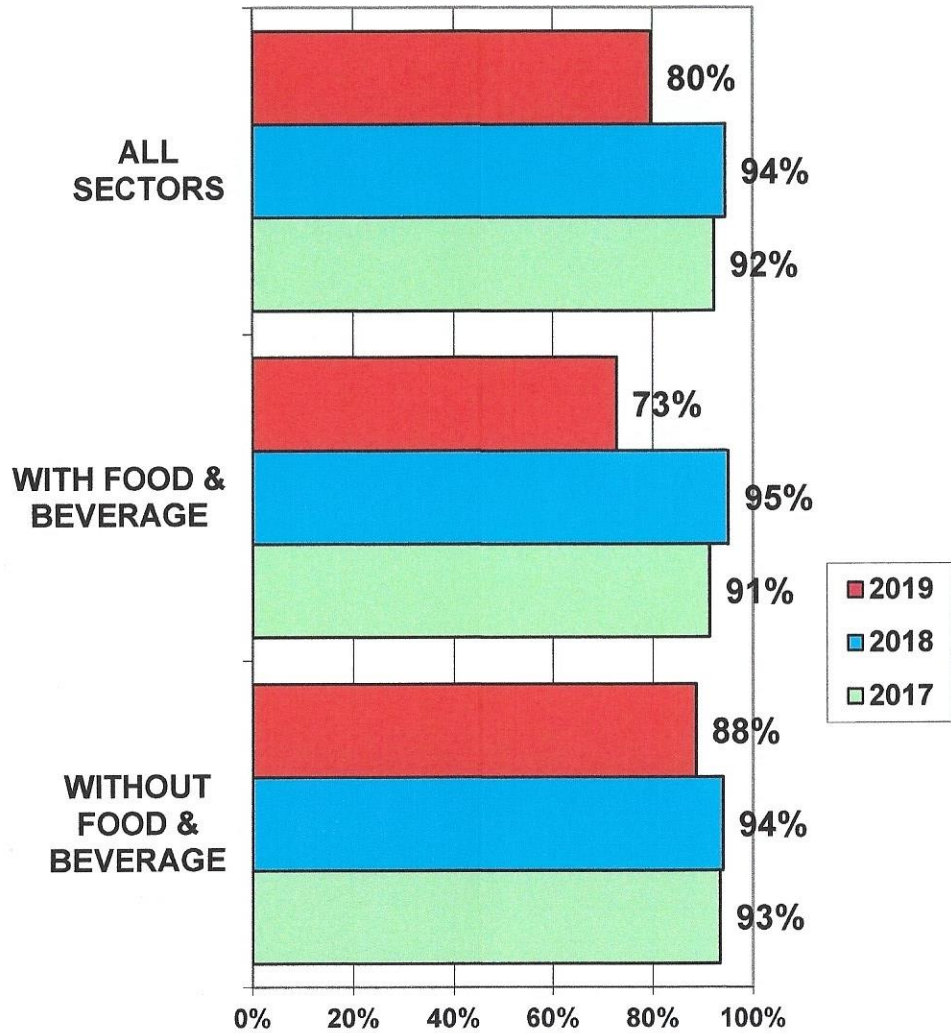
**VOLUSIA OCCUPANCY  
BY MEETING & CONVENTION FACILITIES -  
DAYTONA 500  
FEBRUARY 2017 - 2019**



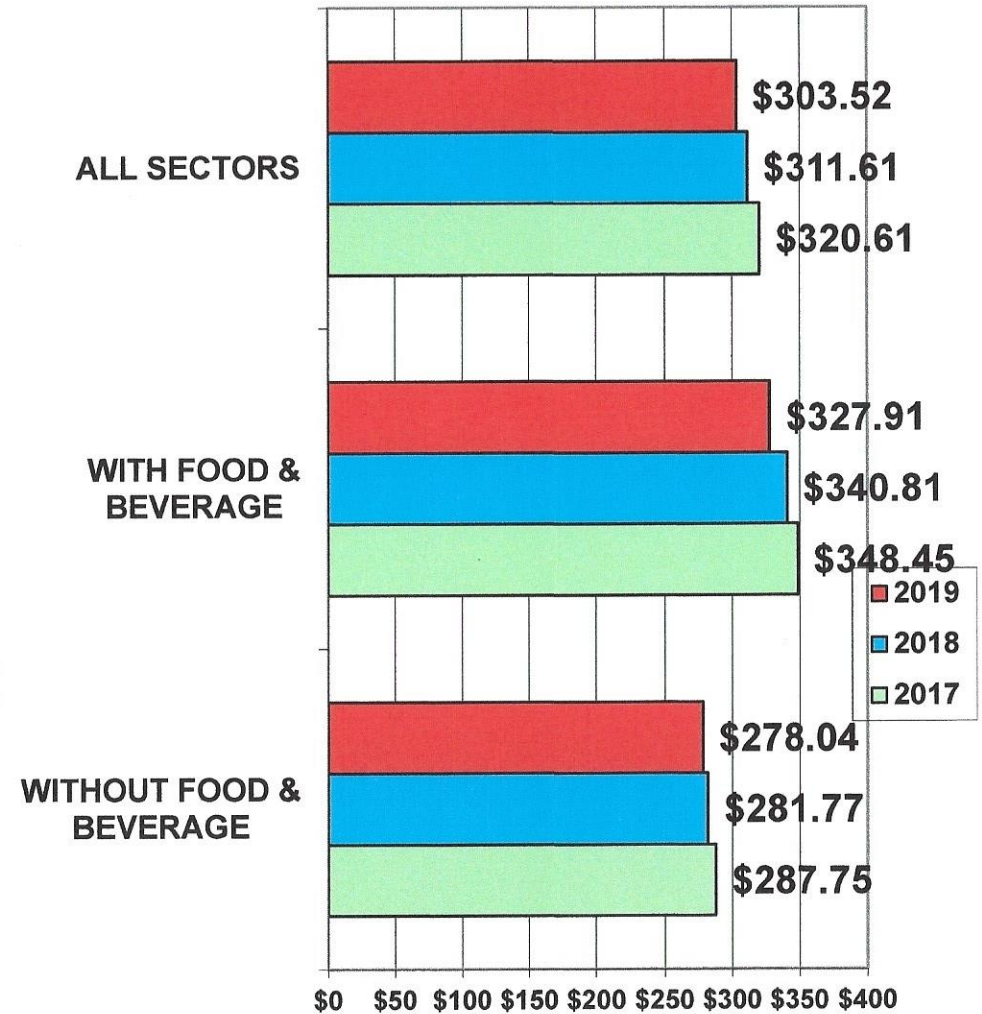
**VOLUSIA AVERAGE DAILY RATE  
BY MEETING & CONVENTION FACILITIES -  
DAYTONA 500  
FEBRUARY 2017 - 2019**



**VOLUSIA OCCUPANCY BY  
FOOD/BEVERAGE -  
DAYTONA 500  
FEBRUARY 2017 - 2019**



**VOLUSIA AVERAGE DAILY RATE  
BY FOOD/BEVERAGE  
DAYTONA 500  
FEBRUARY 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>
<b>DAYTONA BEACH SHORES BEACHSIDE</b>													
BAHAMA HOUSE	95	X	X										
BEST WESTERN PLUS AKU TIKI	132	X	X										
EL CARIBE RESORT & CONF. CENTER	112	X	X										
HAMPTON DAYTONA SHORES OCEANFRONT	111	X	X										
HOLIDAY INN EXPRESS AND SUITES OCEANFRONT	100	X	X										
HYATT PLACE	143	X	X										
OCEAN COURT MOTEL	33	X	X										
OCEANSIDE INN	191	X	X										
PERRY'S OCEAN EDGE RESORT	200	X	X										
RESIDENCE INN DAYTONA BEACH OCEANFRONT	105	X	X										
SHORES RESORT & SPA	212	X	X										
SUN VIKING LODGE	91	X	X										
<b>DAYTONA BEACHSIDE</b>													
BEST WESTERN DAYTONA INN SEABREEZE	96	X	X										
DAYTONA BEACH REGENCY	98	X	X										
DAYTONA BEACH RESORT	303	X	X										
HARD ROCK HOTEL	200	X	X										
HILTON DAYTONA BEACH RESORT	742	X	X										
HILTON GARDEN INN DAYTONA BEACH OCEANFRONT	144	X	X										
HOLIDAY INN & SUITES DAYTONA BEACH ON THE OCEAN	123	X	X										
HOLIDAY INN RESORT DAYTONA	188	X	X										
NAUTILUS INN	90	X	X										
OCEAN BREEZE CLUB HOTEL	206	X	X										
PLAZA RESORT & SPA	322	X	X										
SILVER BEACH CLUB	74	X	X										
WYNDHAM OCEAN WALK	127	X	X										



**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>
<b>ORMOND BEACHSIDE</b>													
BEST WESTERN CASTILLO DEL SOL	147	X	X										
CORAL SANDS OCEAN FRONT	102	X	X										
COVE ON ORMOND BEACH	112	X	X										
<b>HIGHWAY I-95 INTERSECTIONS</b>													
BEST WESTERN SPEEDWAY	151	X	X										
*COUNTRY INN & SUITES PORT ORANGE	87	X	X										
CLARION INN DESTINATION DAYTONA	79		X										
LA QUINTA INN	143		X										
SLEEP INN	82	X	X										
<b>AIRPORT/SPEEDWAY DISTRICT</b>													
DAYTONA BEACH COURTYARD	122	X	X										
DAYTONA BEACH RESIDENCE INN	122	X	X										
HAMPTON INN AIRPORT	122	X	X										
HILTON GARDEN INN D B AIRPORT	115	X	X										
HOMEWOOD SUITES	94	X	X										
QUALITY INN DAYTONA	64	X	X										
<b>WEST VOLUSIA</b>													
ALLING HOUSE BED AND BREAKFAST ORANGE CITY	8	X	X										
ARTISAN DOWNTOWN	14	X	X										
COMFORT INN DELAND	68	X	X										
DAYS INN ORANGE CITY	37												
HAMPTON INN DEBARY	76	X	X										
HAMPTON INN DELAND	94	X	X										
HOLIDAY IN EXPRESS ORANGE CITY	114	X	X										
HONTOON LANDING	18	X	X										
<b>SE VOLUSIA</b>													
BEST WESTERN HOTEL	101	X	X										
COASTAL WATERS INN	40		X										
*COUNTRY INN & SUITES PORT ORANGE	87	X	X										
HAMPTON INN	122	X	X										
INN ON THE AVENUE	6		X										
OCEAN TRILLIUM SUITES	32	X	X										

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

