

Memo

To: HAAA
From: Evelyn Fine
Date: April 16, 2020
Subject: February 2020 Occupancy & Average Daily Rate Report

Overall Daytona Beach Area Occupancy increased about 3%, to 72% in February 2020 from 70% February 2019.

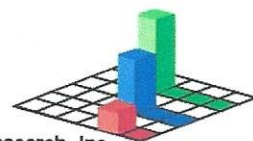
The Daytona Beach Area Average Daily Rate increased about 1%, to \$161.39 in February 2020 from \$159.94 in February 2019.

The Daytona Beach Area Revenue per Available Room increased about 3%, to \$115.51 in February 2020 from \$111.90 in February 2019.

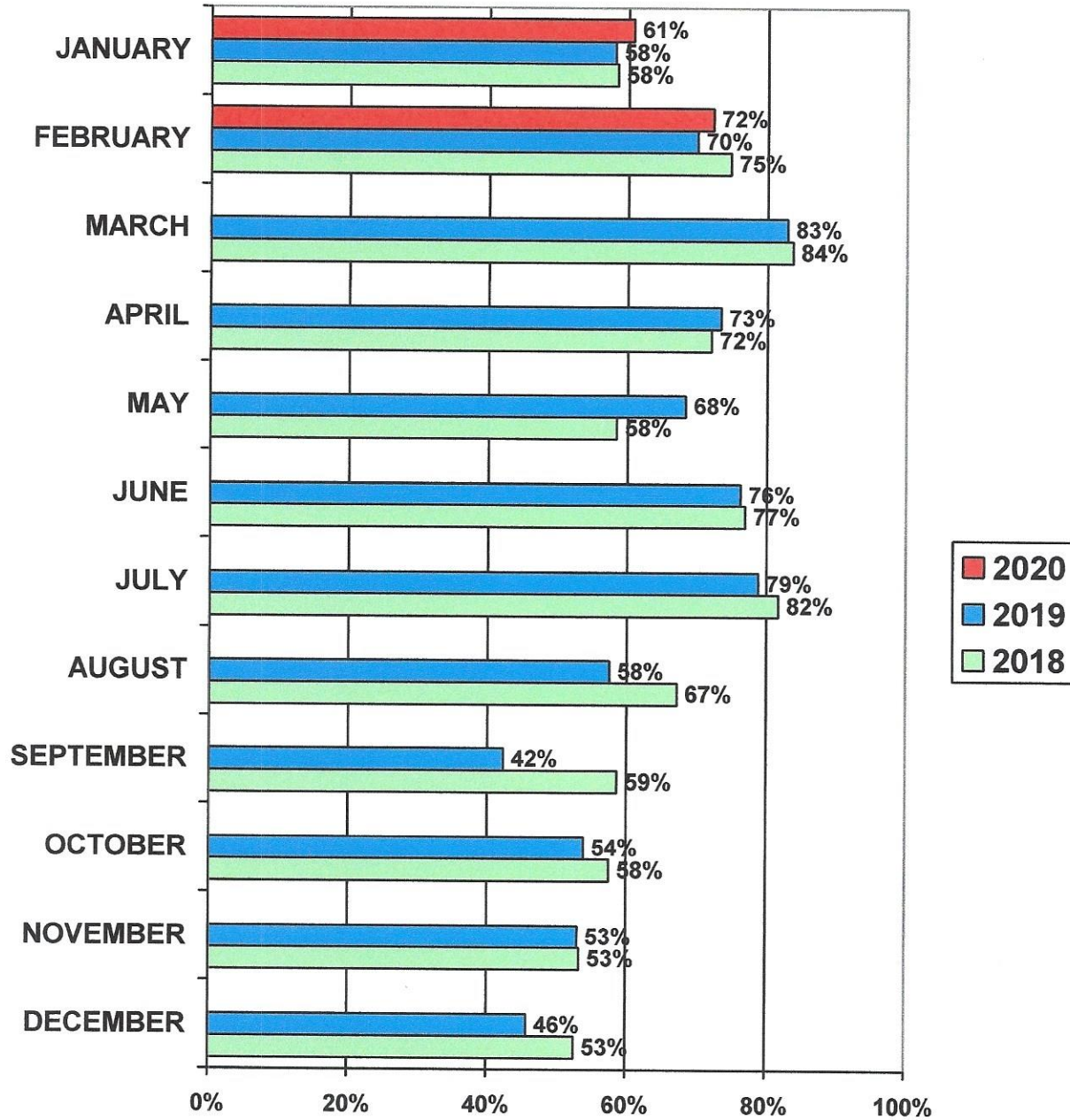
The Lucas Oil 200 and the Daytona 500, in addition to many other events at the Speedway, were held in February.

Bad weather on February 16th extended the Daytona 500 until the next day, resulting in both cancellations and extensions of room reservations.

EF/LK



HALIFAX AREA HOTEL/MOTEL OCCUPANCY 2018 - 2020

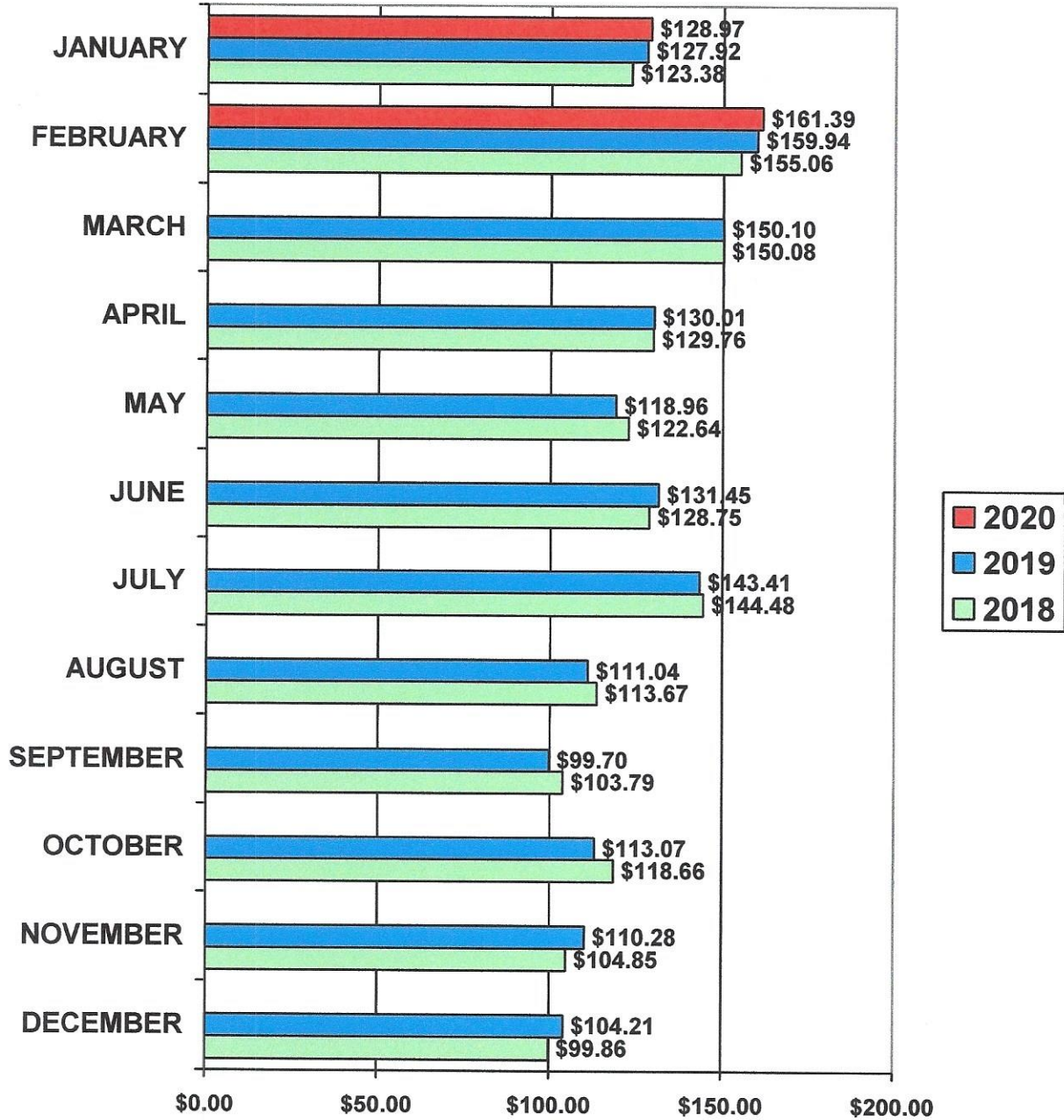


2020 YTD AVG. 66%
2019 YTD AVG. 64%
2018 YTD AVG. 66%

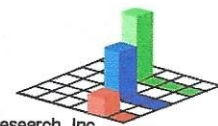
FEBRUARY 2020 HIGH 92%
FEBRUARY 2020 LOW 43%



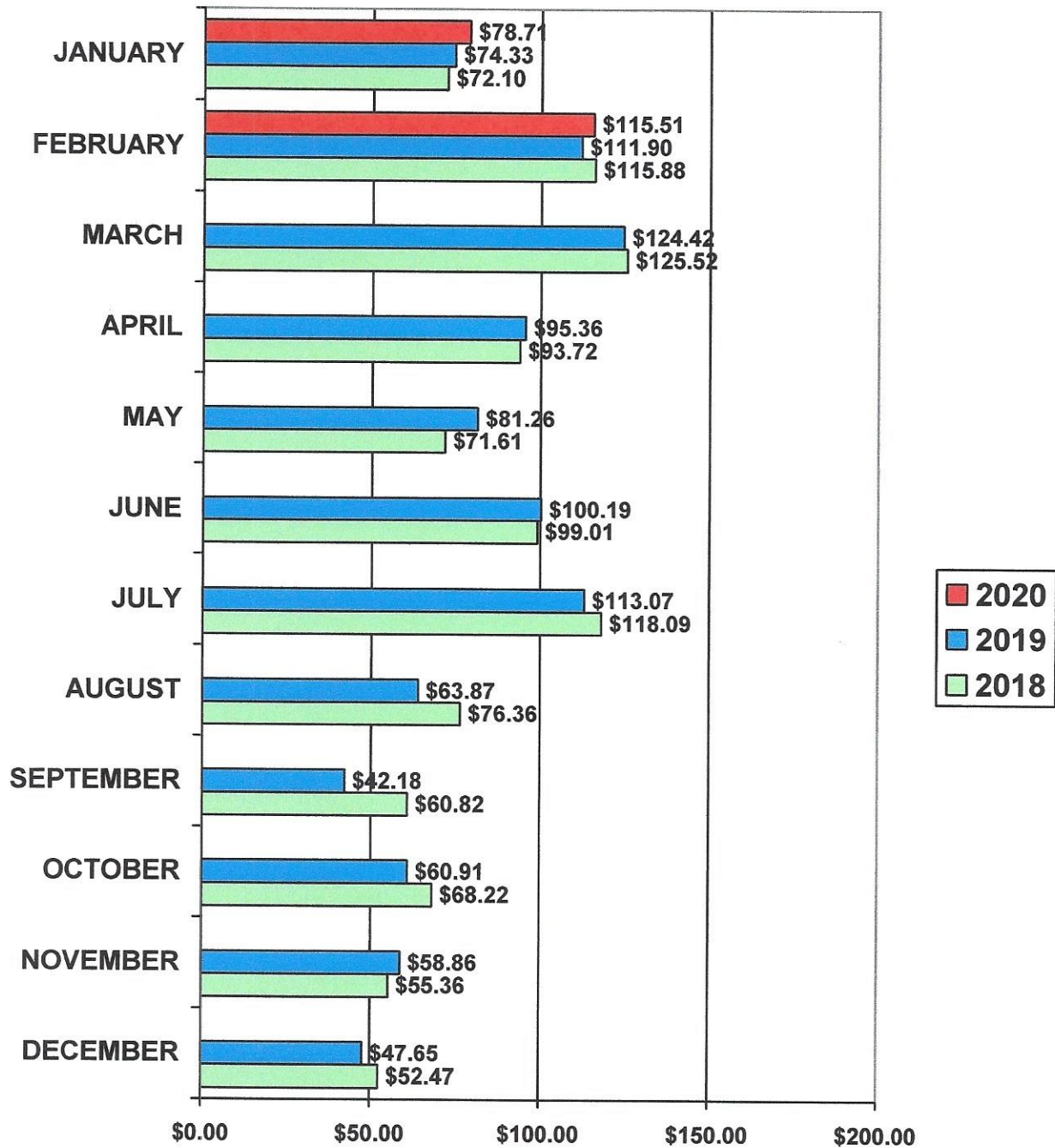
HALIFAX AREA HOTEL/MOTEL AVERAGE DAILY RATE 2018 - 2020



2020 YTD AVG. \$145.59 FEBRUARY 2020 HIGH \$ 268.42
 2019 YTD AVG. \$145.97 FEBRUARY 2020 LOW \$ 96.89
 2018 YTD AVG. \$140.58



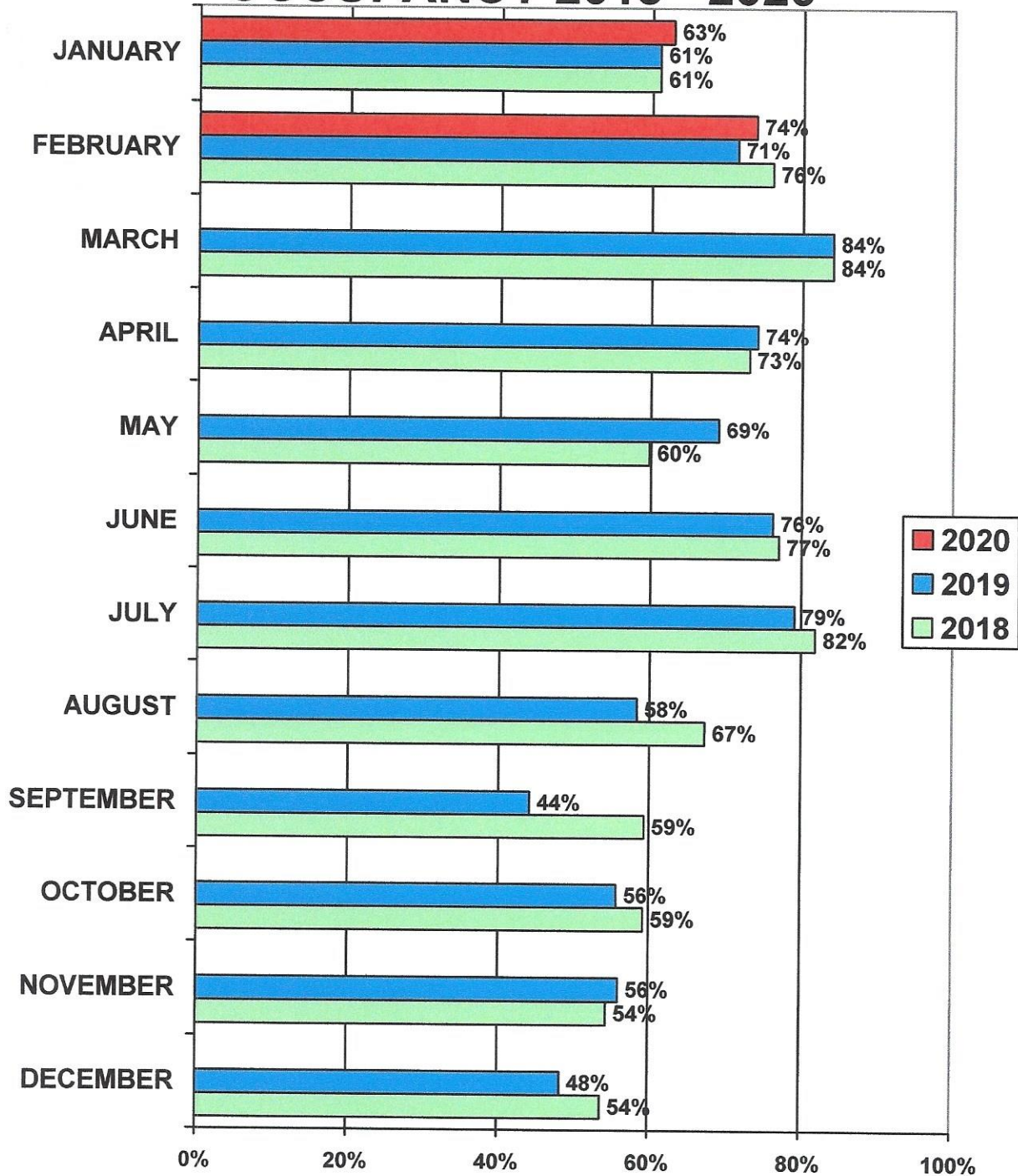
HALIFAX AREA HOTEL/MOTEL REV PAR BY MONTH 2018 - 2020



2020 YTD AVG. \$ 95.67
 2019 YTD AVG. \$ 93.77
 2018 YTD AVG. \$ 93.18

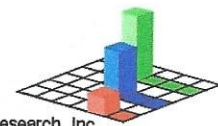


VOLUSIA HOTEL/MOTEL OCCUPANCY 2018 - 2020

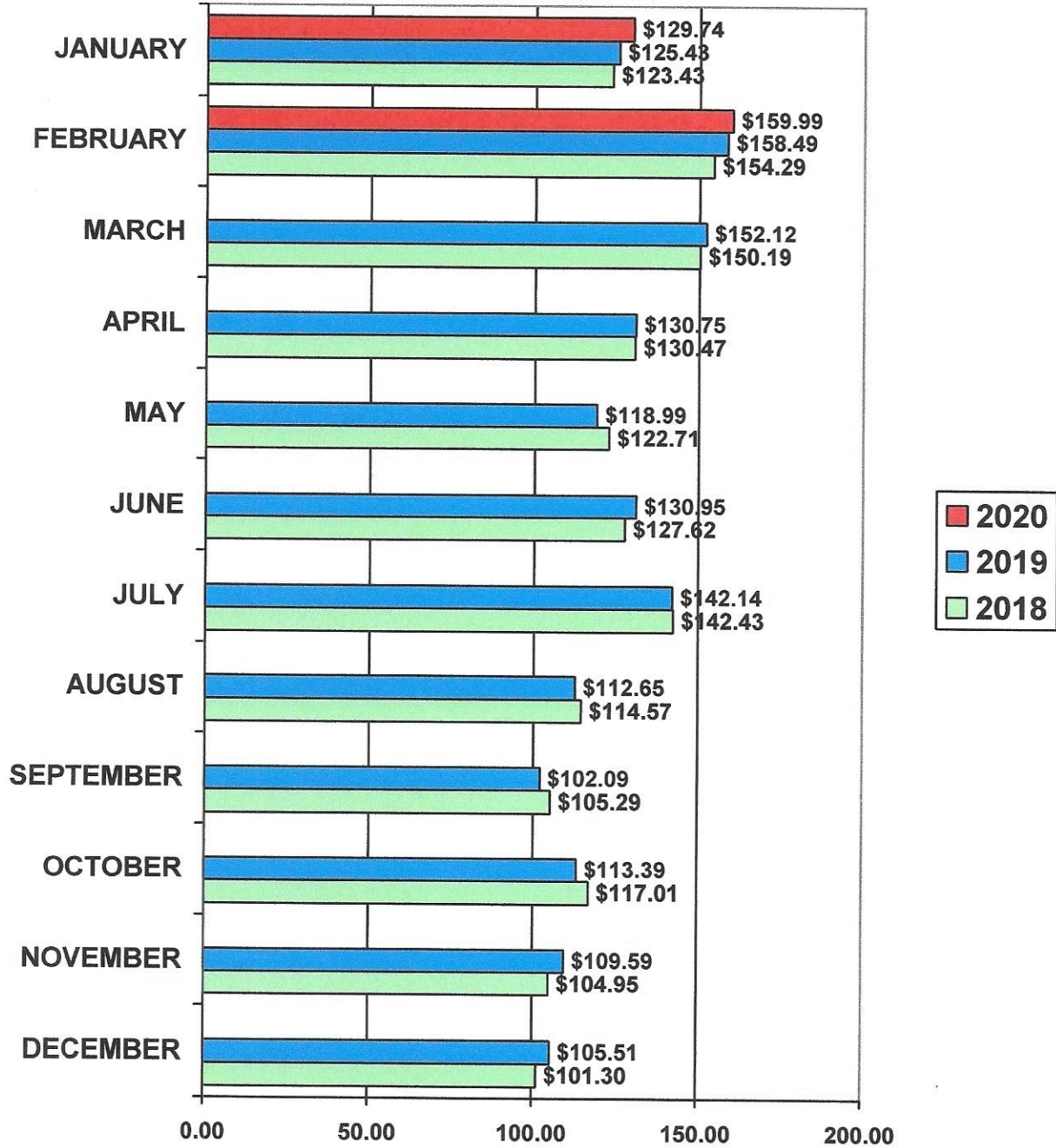


2020 YTD AVG. 68%
2019 YTD AVG. 66%
2018 YTD AVG. 68%

FEBRUARY HIGH 94%
FEBRUARY LOW 43%

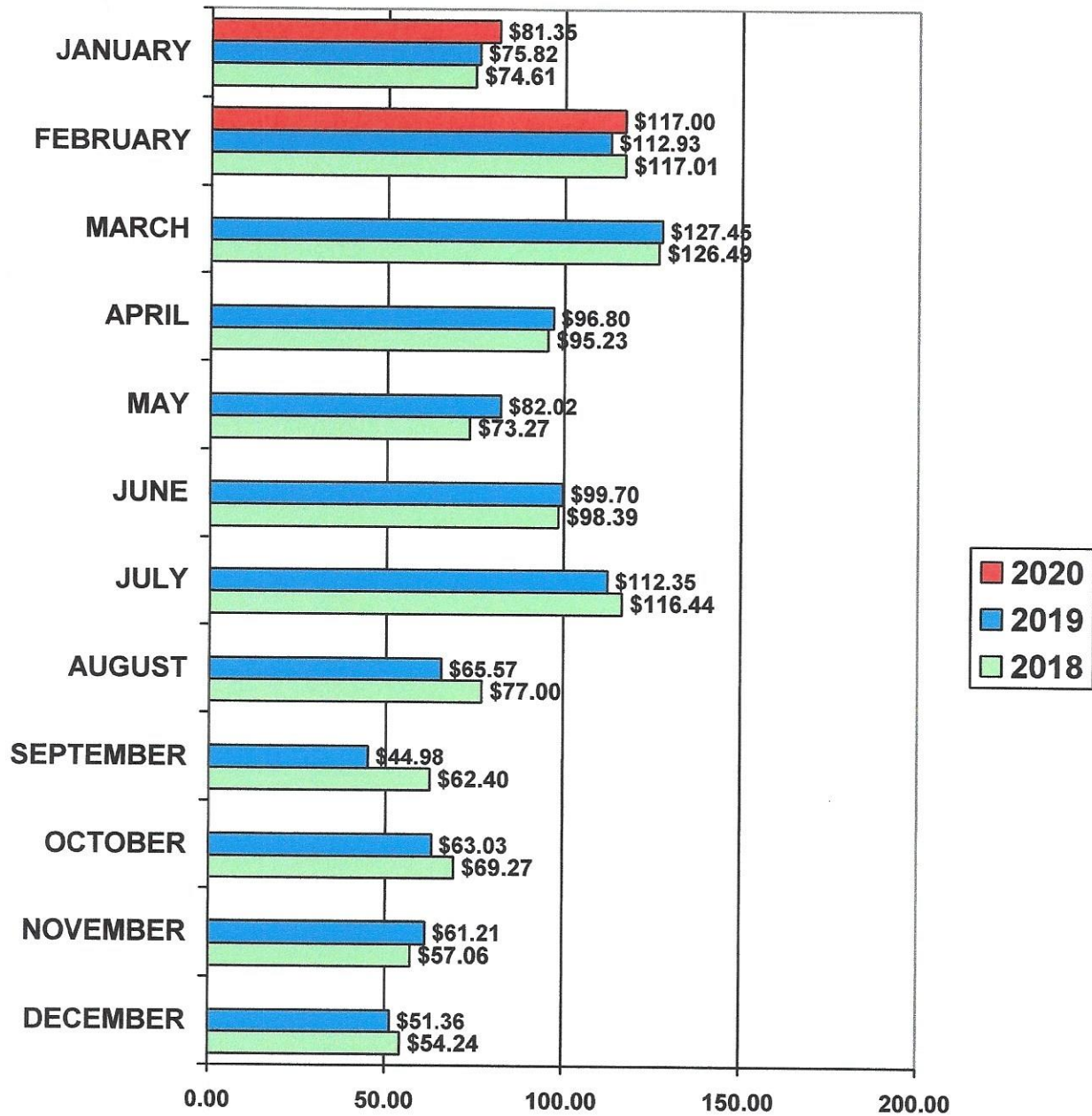


VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2018 - 2020



2020 YTD AVG. \$144.43 FEBRUARY 2020 HIGH \$ 268.42
 2019 YTD AVG. \$142.68 FEBRUARY 2020 LOW \$ 88.32
 2018 YTD AVG. \$140.02

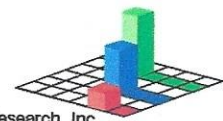
VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2018 - 2020



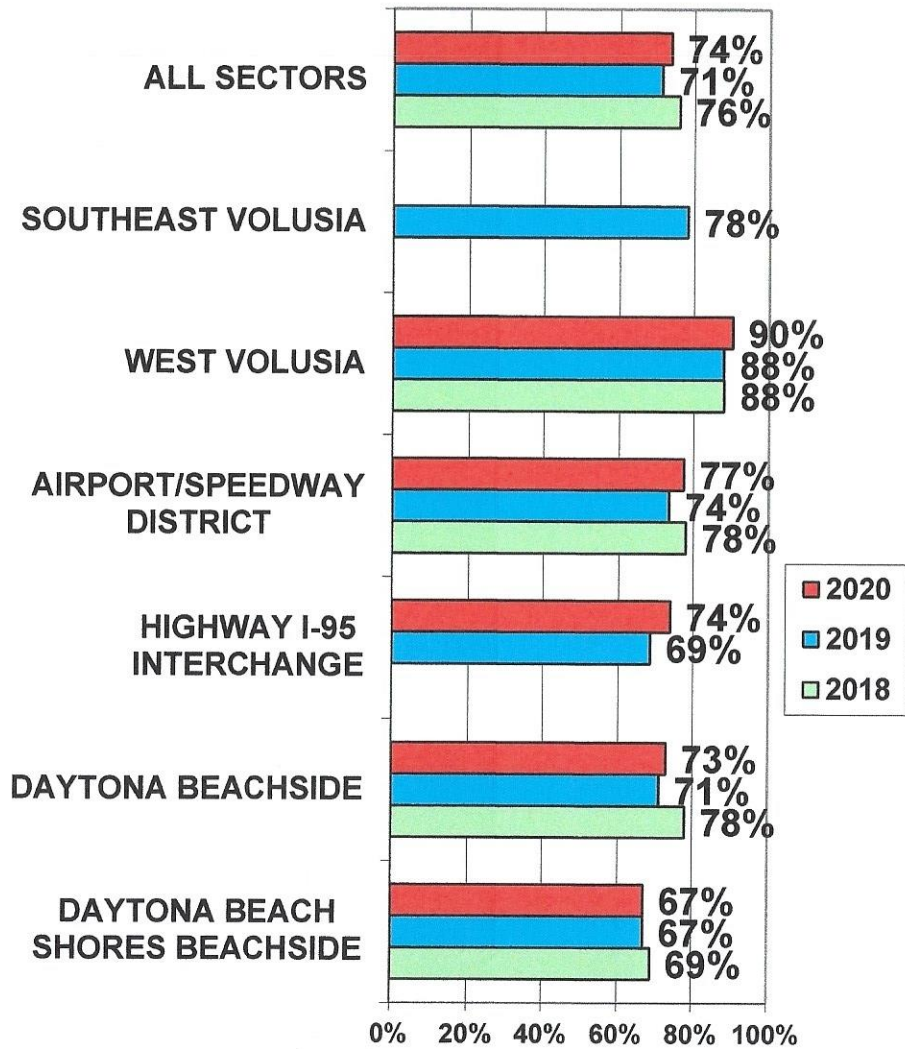
2020 YTD AVG. \$ 97.29

2019 YTD AVG. \$ 93.67

2018 YTD AVG. \$ 95.01

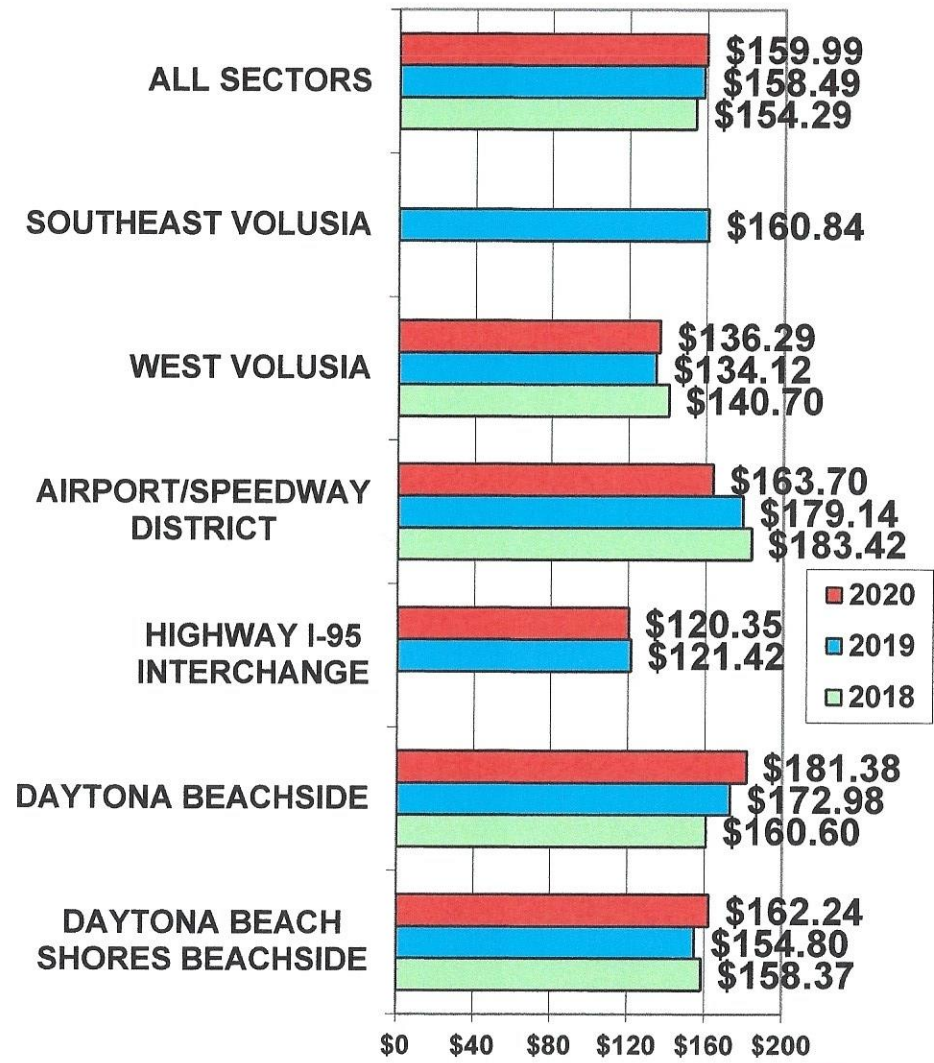


VOLUSIA OCCUPANCY BY AREA SECTORS - FEBRUARY 2018 - 2020

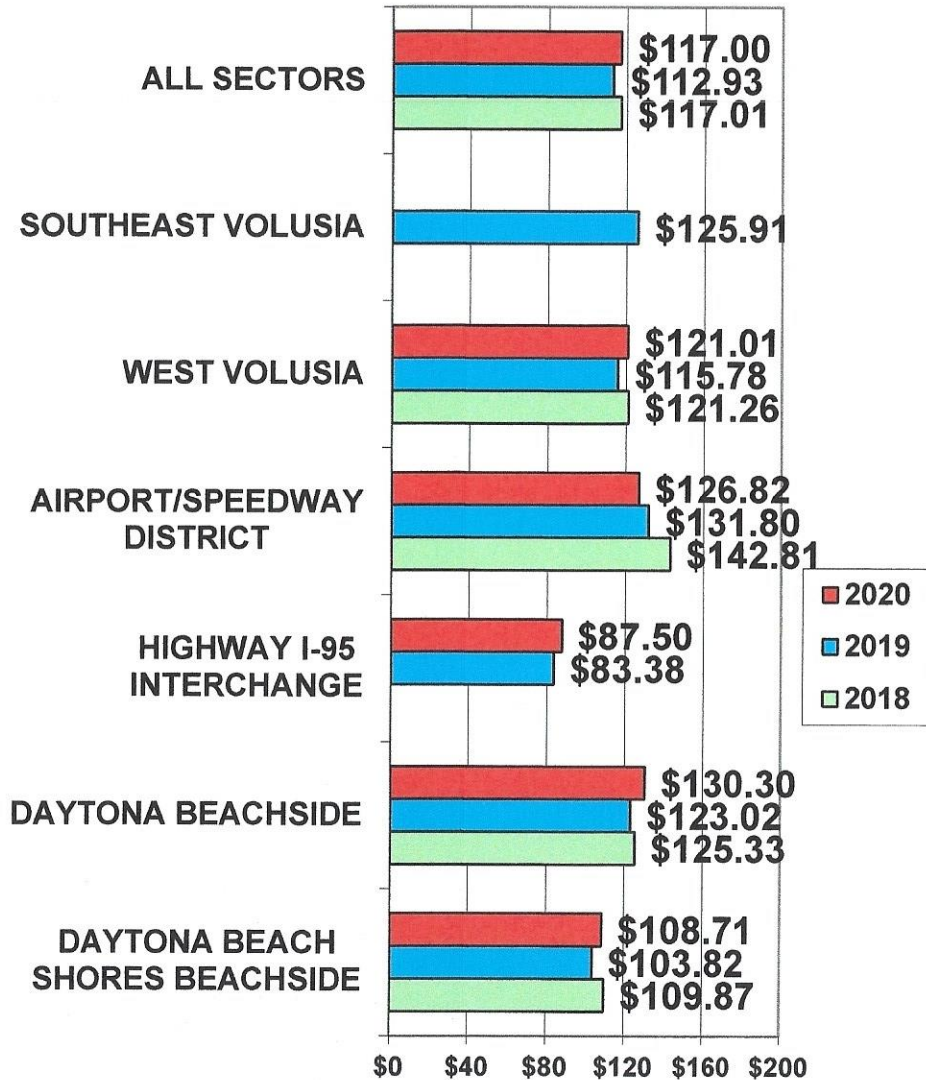


AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.

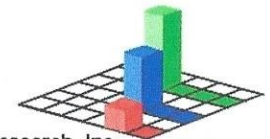
VOLUSIA AVERAGE DAILY RATE BY AREA SECTORS - FEBRUARY 2018 - 2020



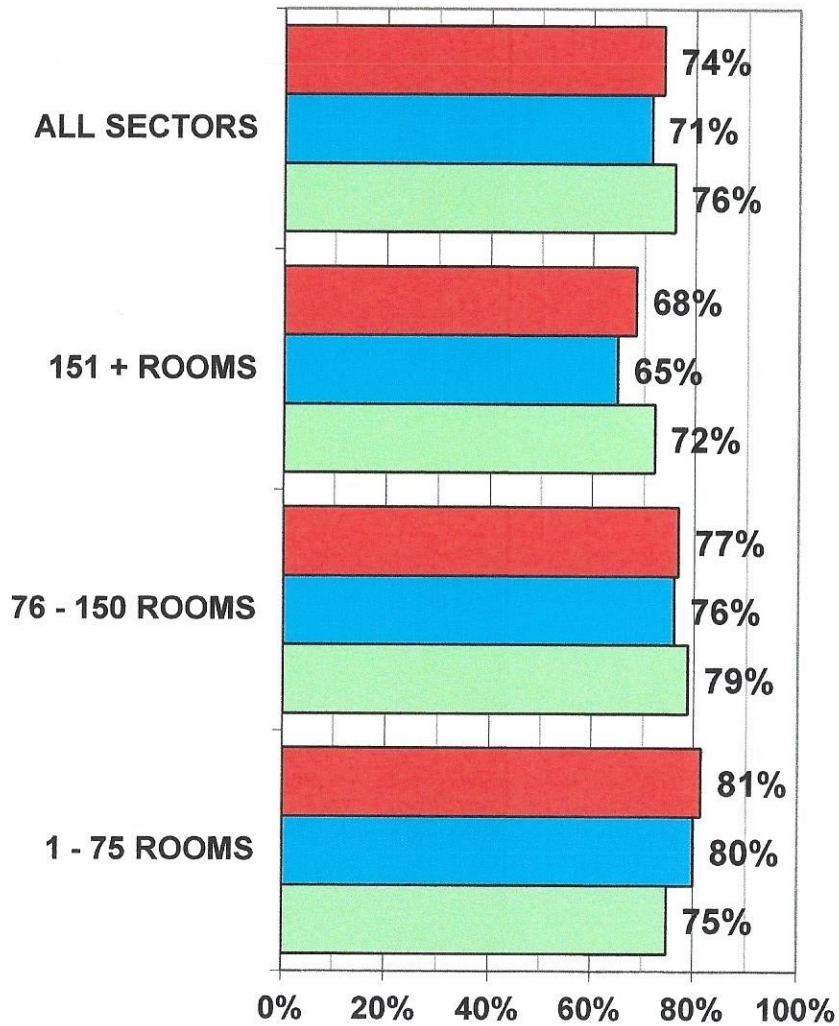
VOLUSIA REV PAR BY AREA SECTORS - FEBRUARY 2018 - 2020



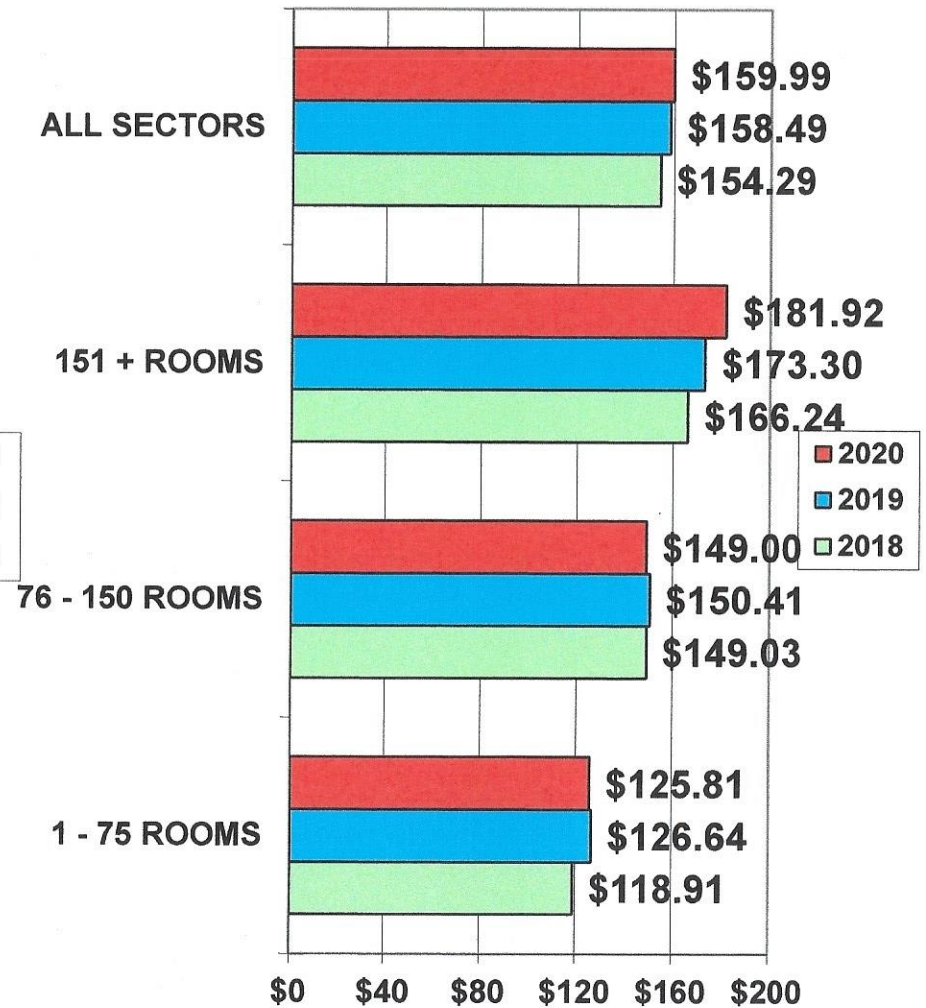
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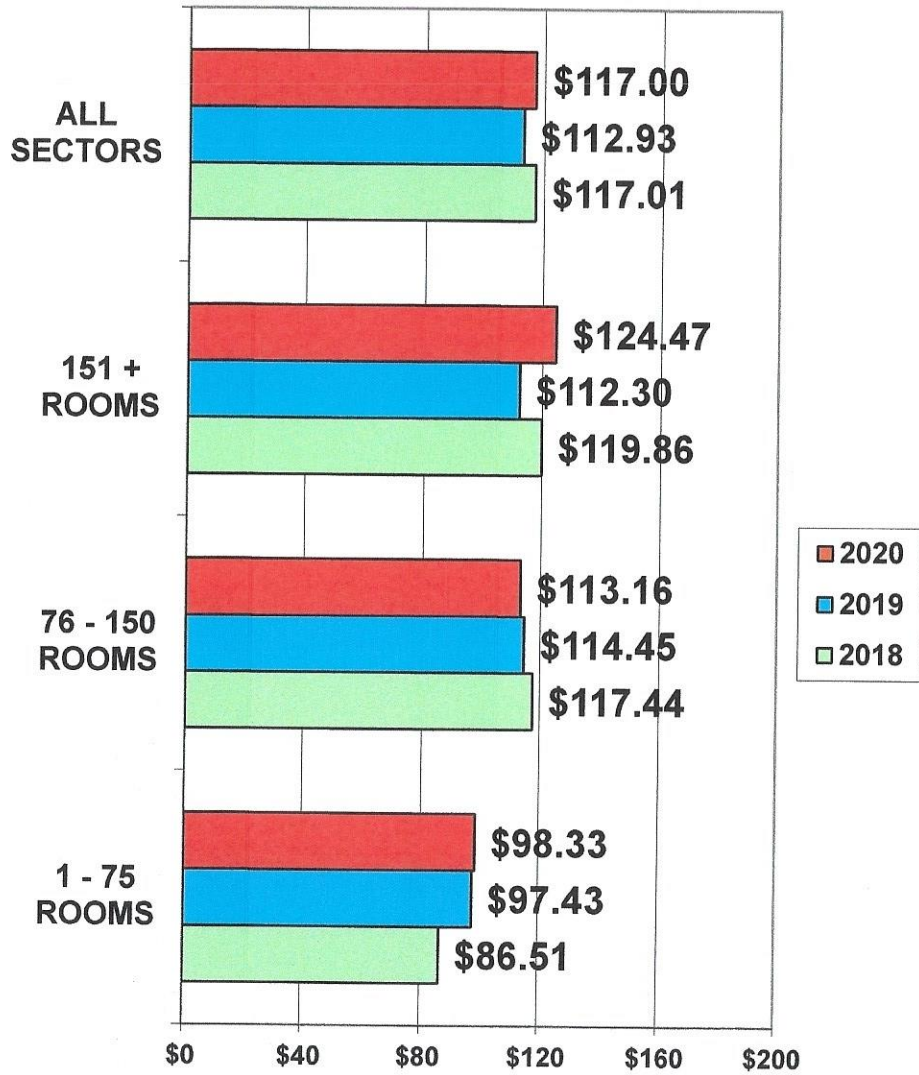
**VOLUSIA OCCUPANCY
BY PROPERTY SIZE-
FEBRUARY 2018 - 2020**



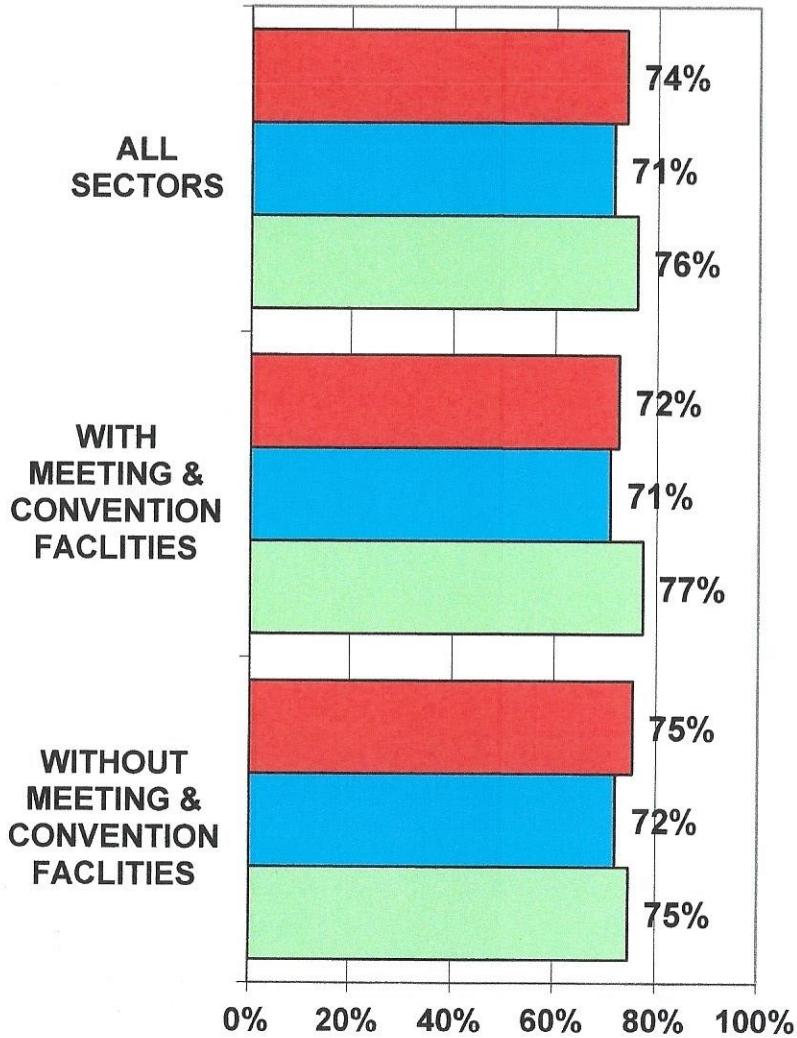
**VOLUSIA AVERAGE DAILY RATE BY
PROPERTY SIZE -
FEBRUARY 2018 - 2020**



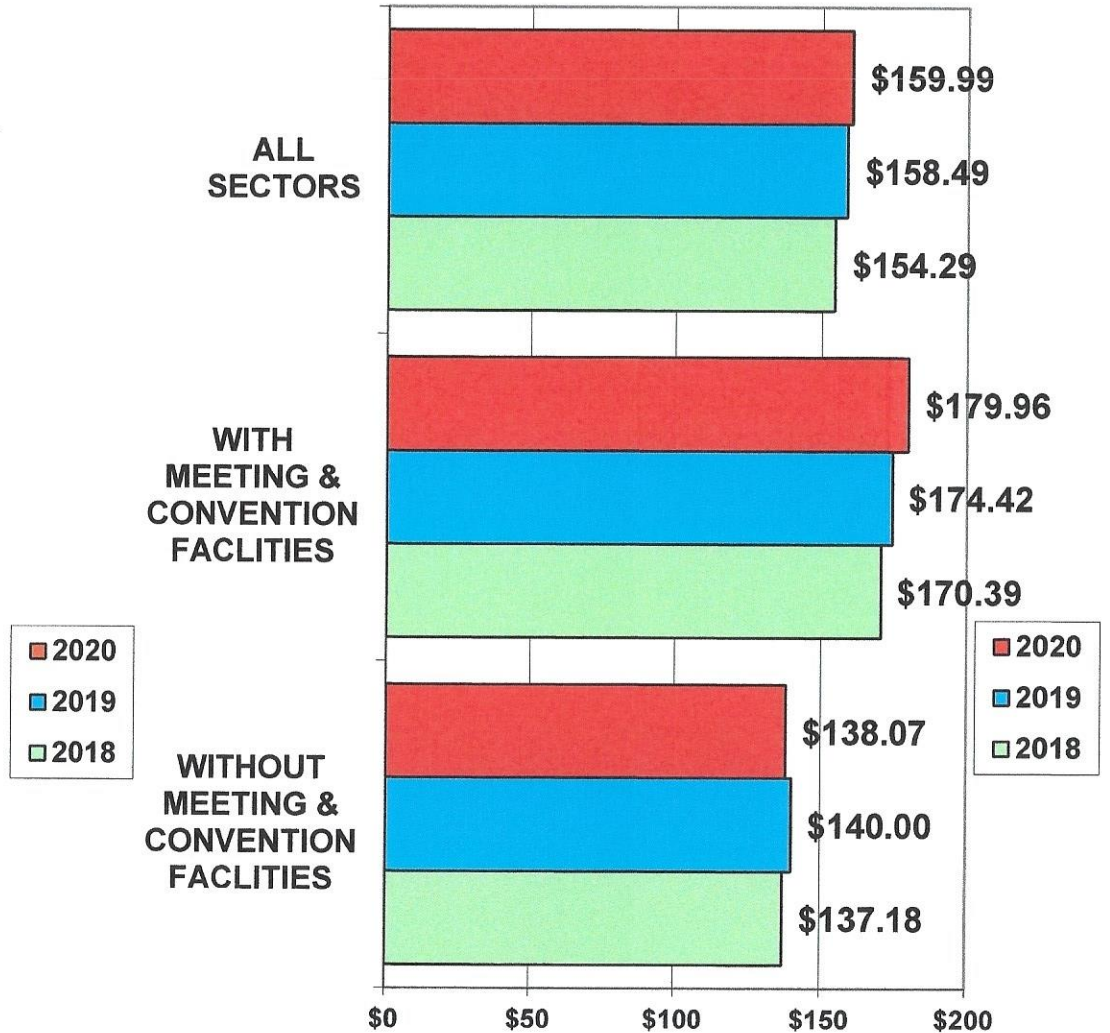
**VOLUSIA REV/PAR
BY PROPERTY SIZE -
FEBRUARY 2018 - 2020**



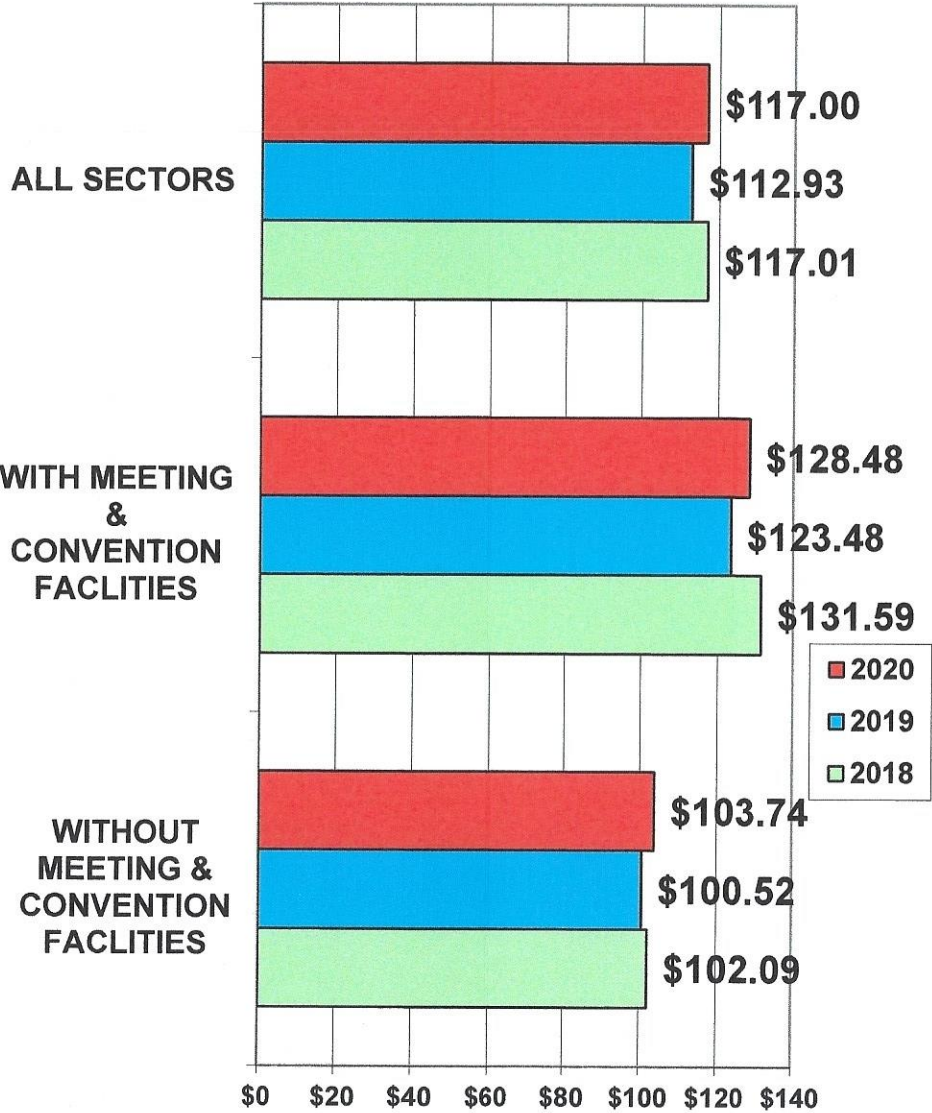
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - FEBRUARY 2018 - 2020



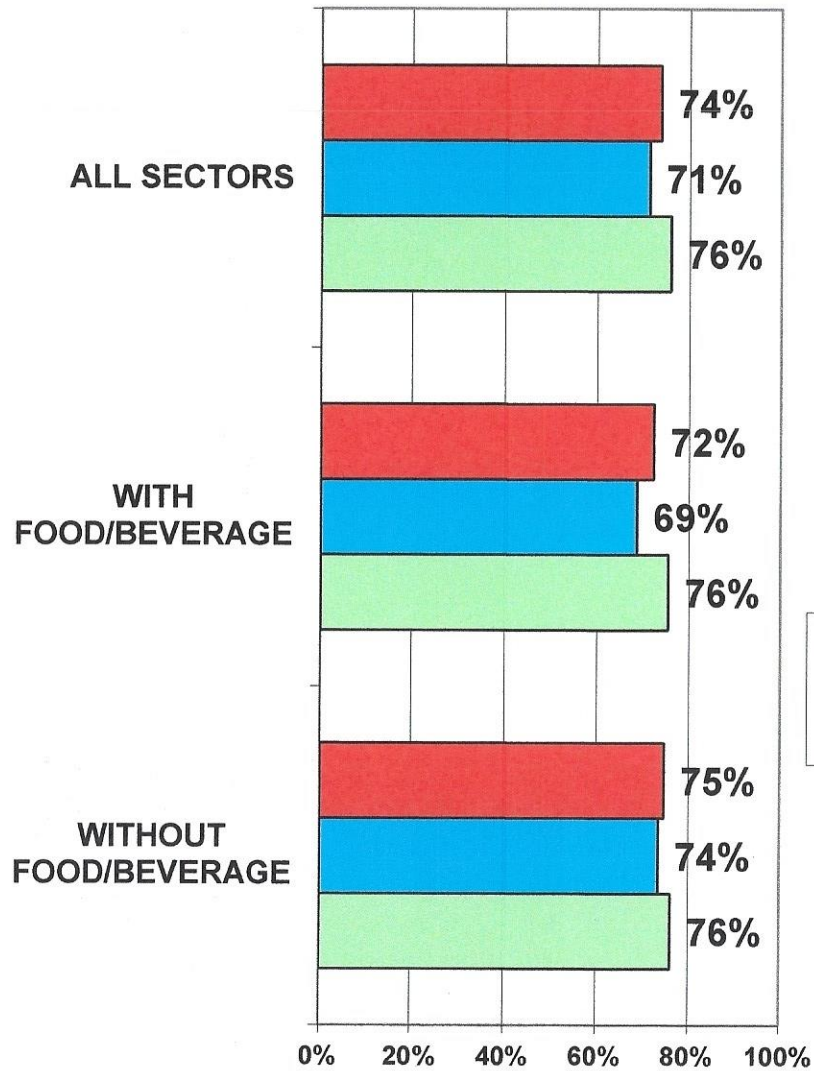
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - FEBRUARY 2018 - 2020



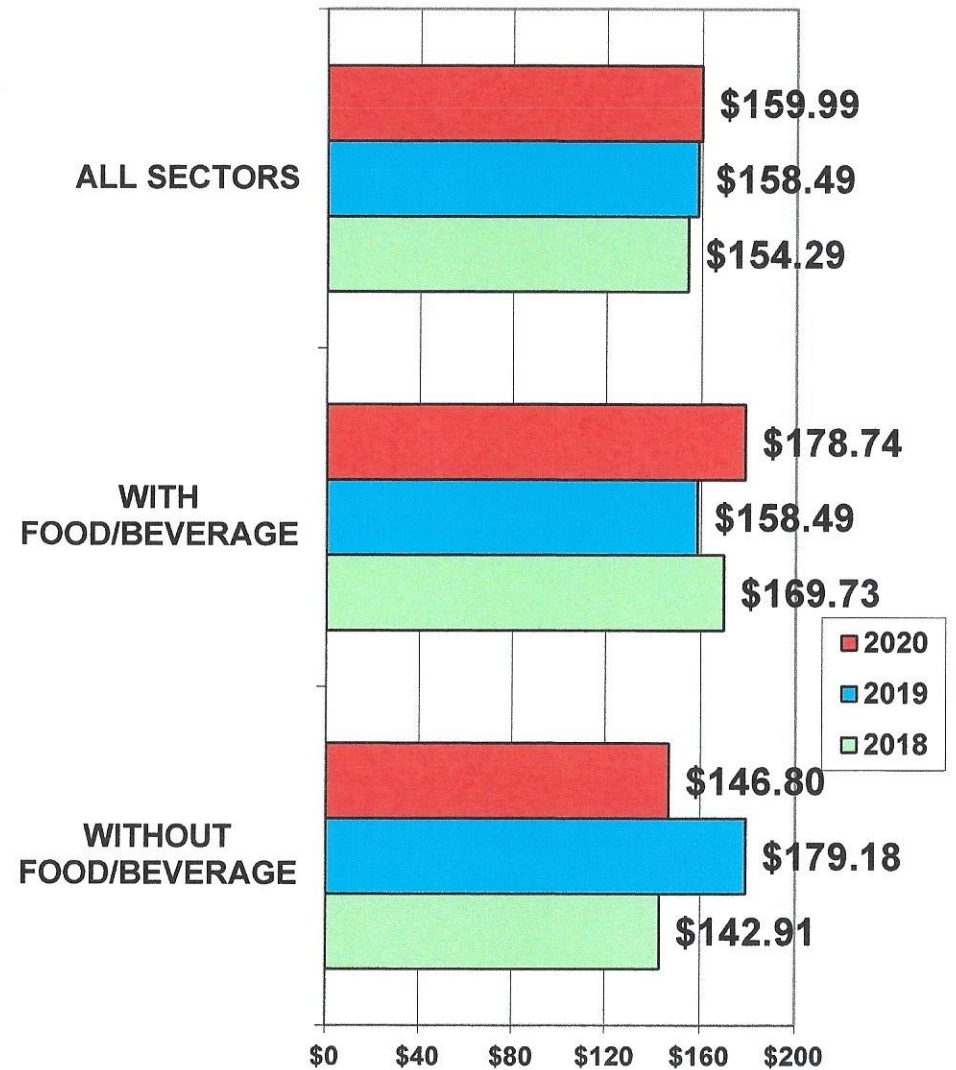
VOLUSIA REV/PAR BY MEETING & CONVENTION FACILITIES - FEBRUARY 2018 - 2020



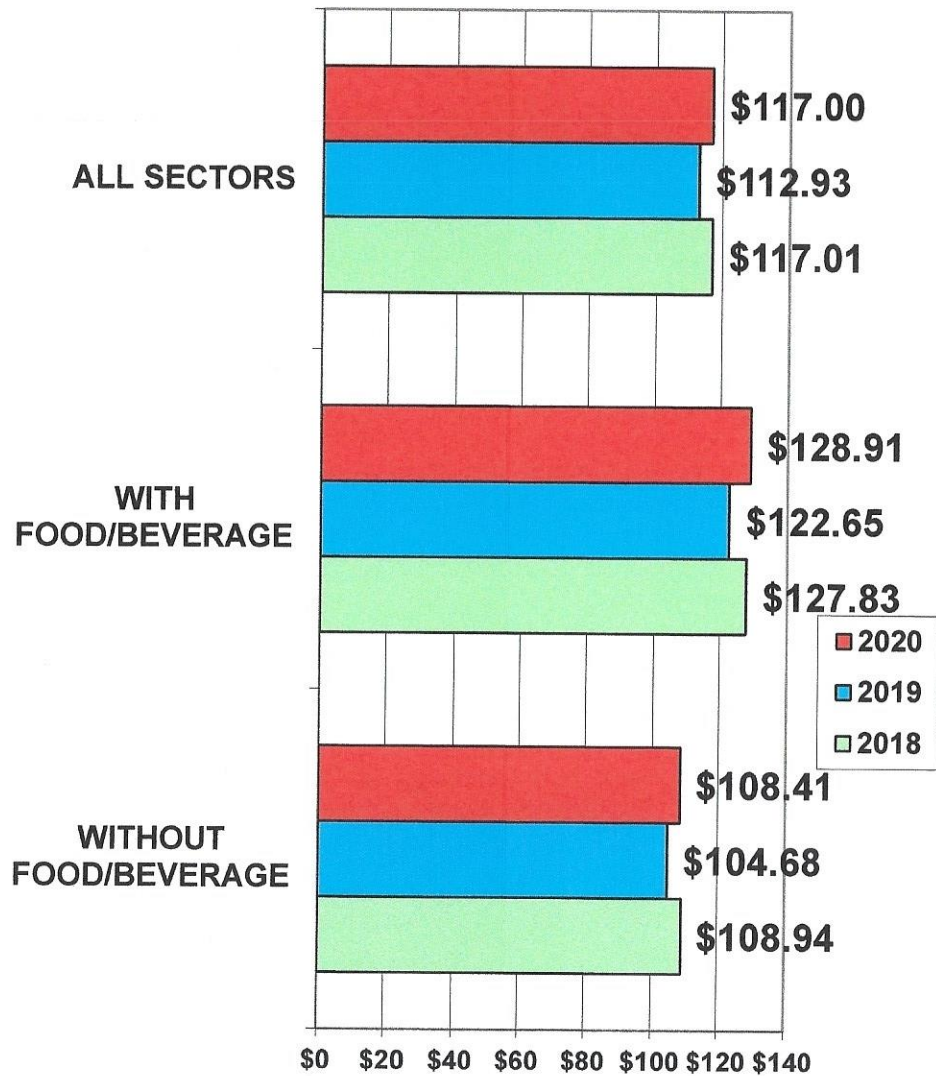
VOLUSIA OCCUPANCY BY FOOD/BEVERAGE - FEBRUARY 2018 - 2020



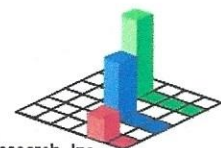
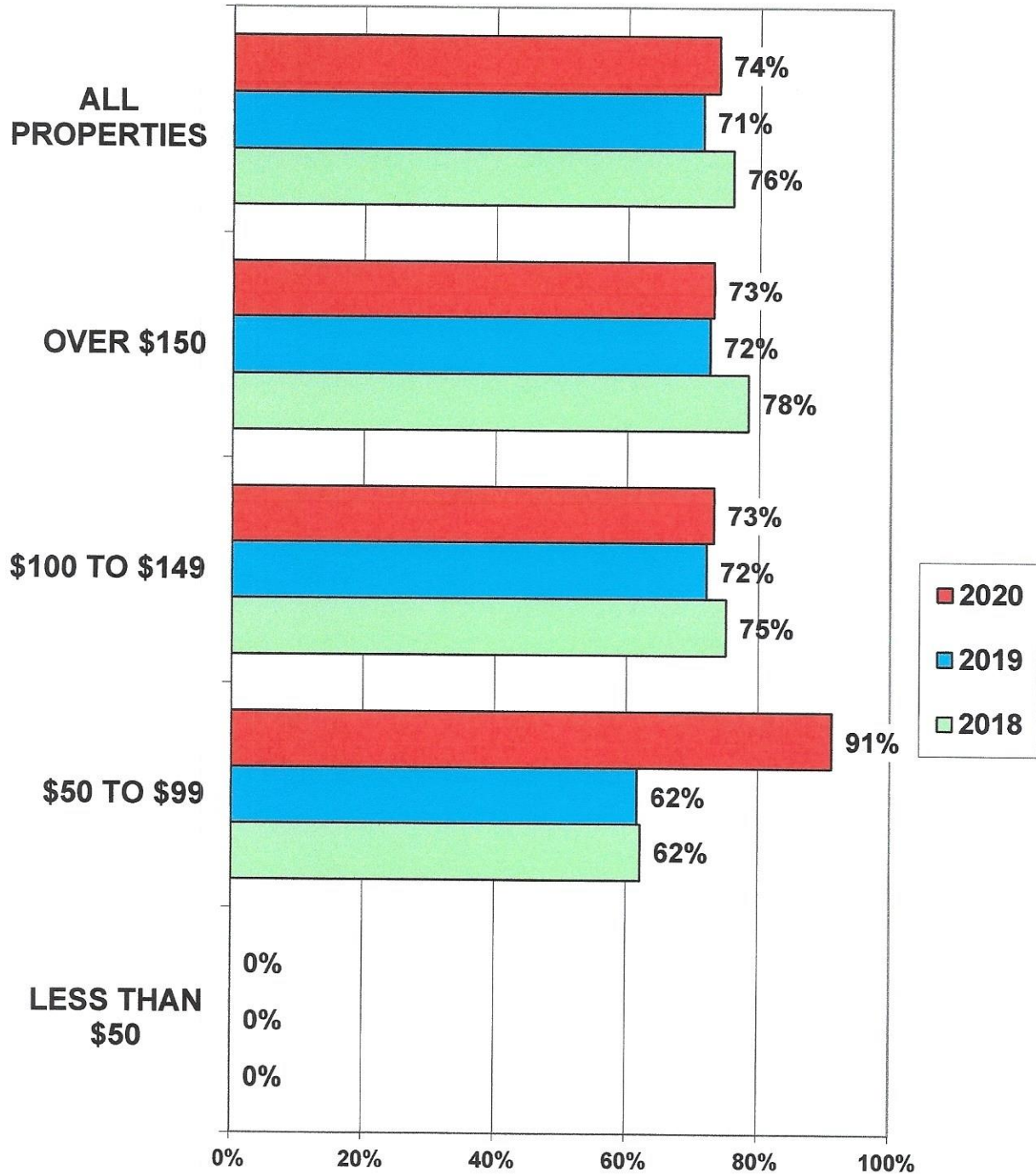
VOLUSIA AVERAGE DAILY RATE BY FOOD/BEVERAGE FEBRUARY 2018 - 2020



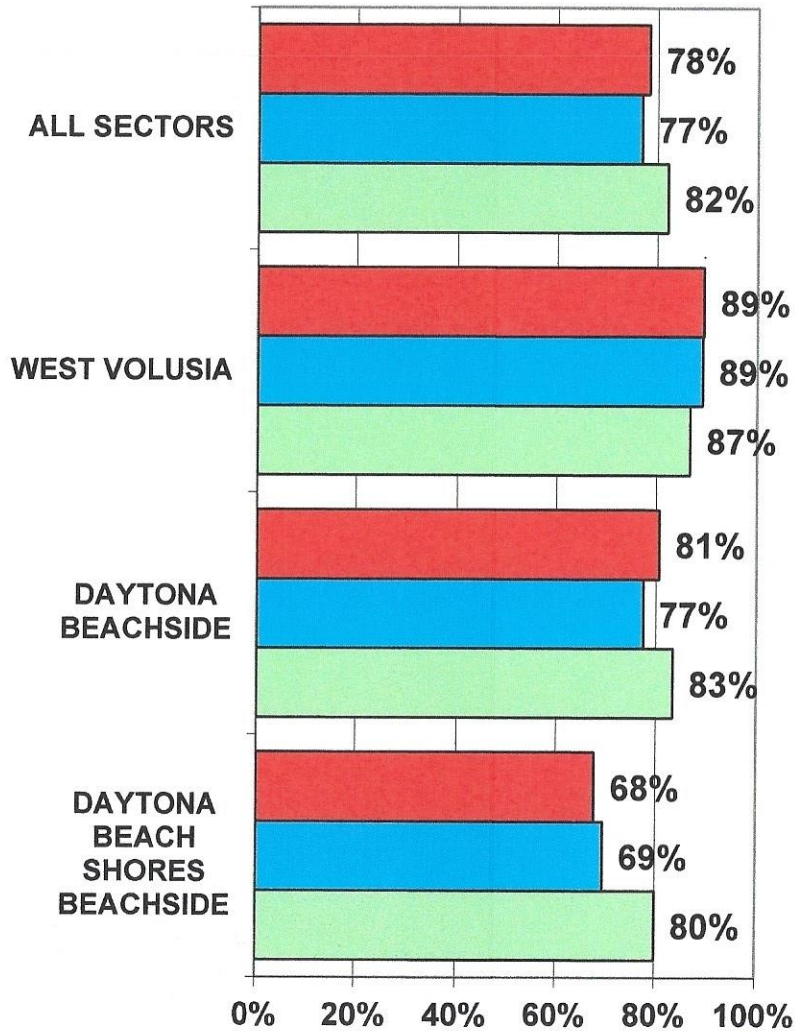
VOLUSIA REV/PAR BY FOOD/BEVERAGE - FEBRUARY 2018 - 2020



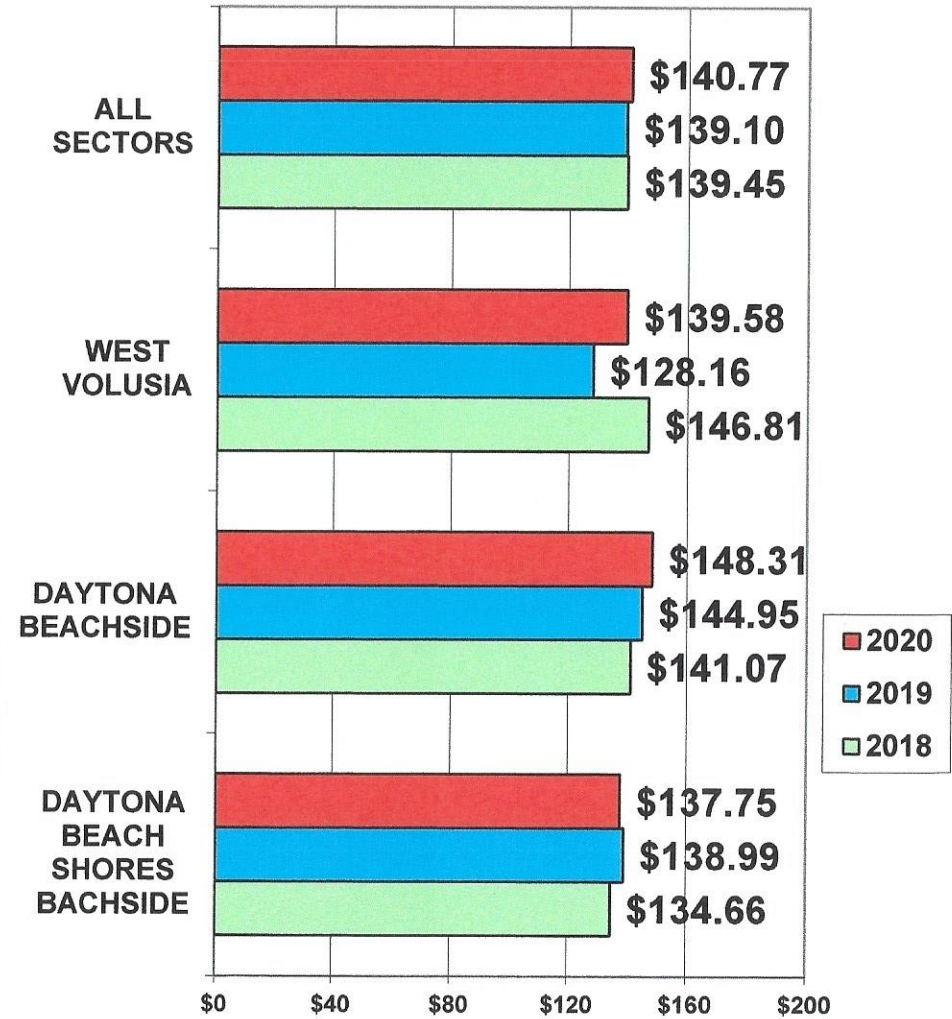
DAYTONA BEACH HOTEL/MOTEL OCCUPANCY BY PRICE RANGE FEBRUARY 2017 - 2019



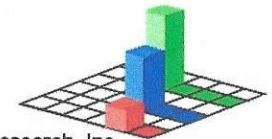
**VOLUSIA OCCUPANCY
BY AREA SECTOR-
LUCAS OIL 200
FEBRUARY 2018 - 2020**



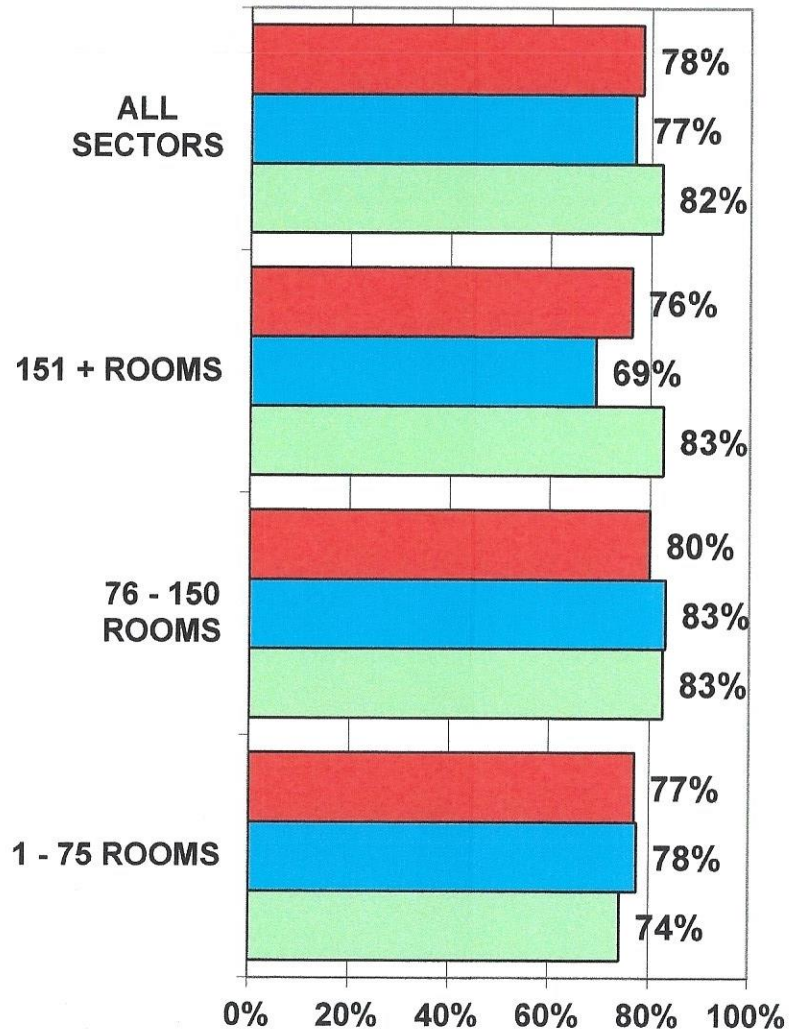
**VOLUSIA AVERAGE DAILY RATE
BY AREA SECTOR-
LUCAS OIL 200
FEBRUARY 2018 - 2020**



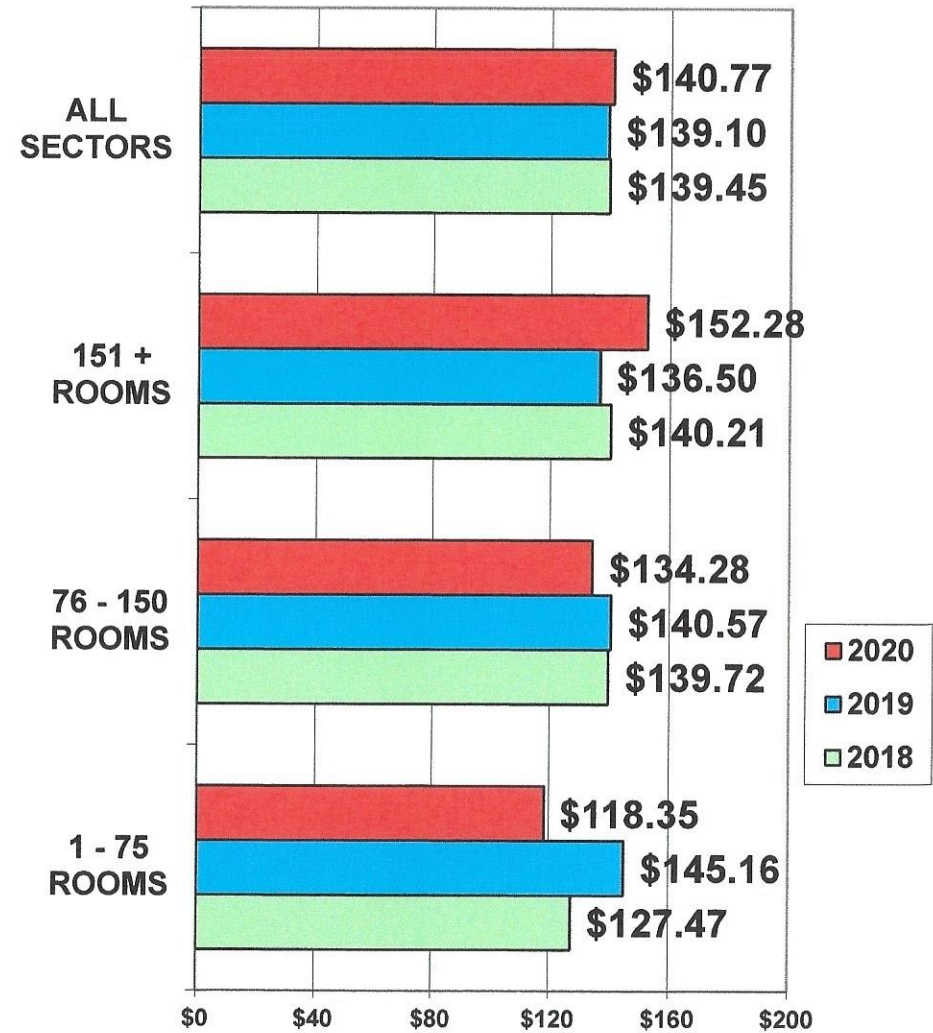
AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.



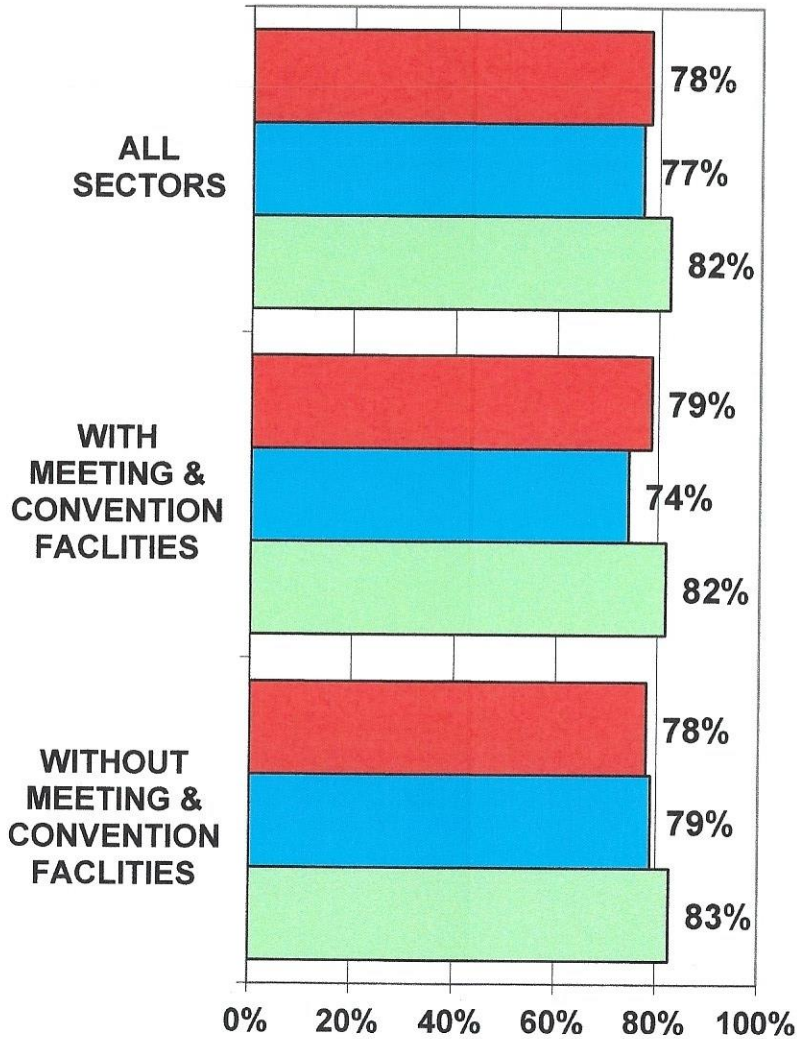
**VOLUSIA OCCUPANCY
BY PROPERTY SIZE -
LUCAS OIL 200
FEBRUARY 2018 - 2020**



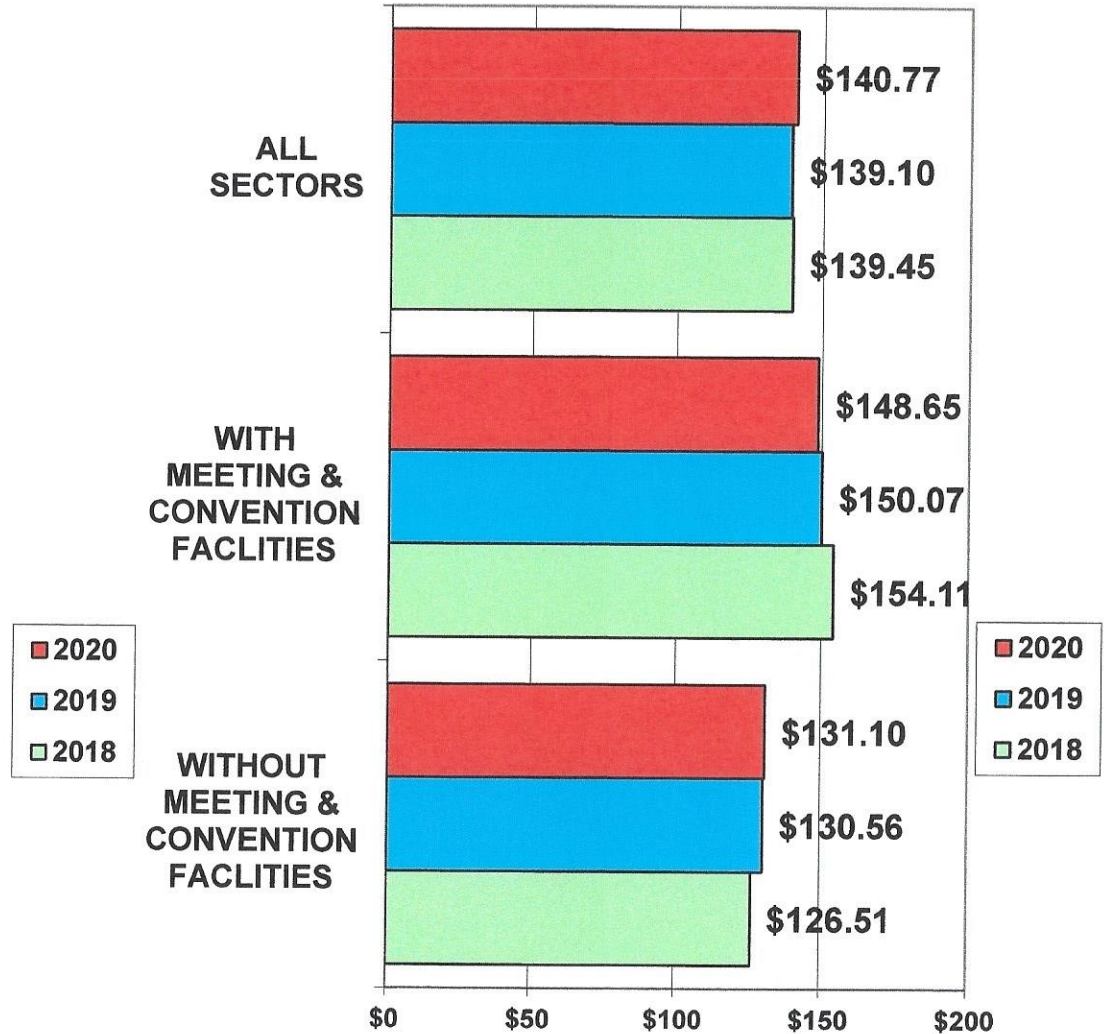
**VOLUSIA AVERAGE DAILY RATE
BY PROPERTY SIZE -
LUCAS OIL 200
FEBRUARY 2018 - 2020**



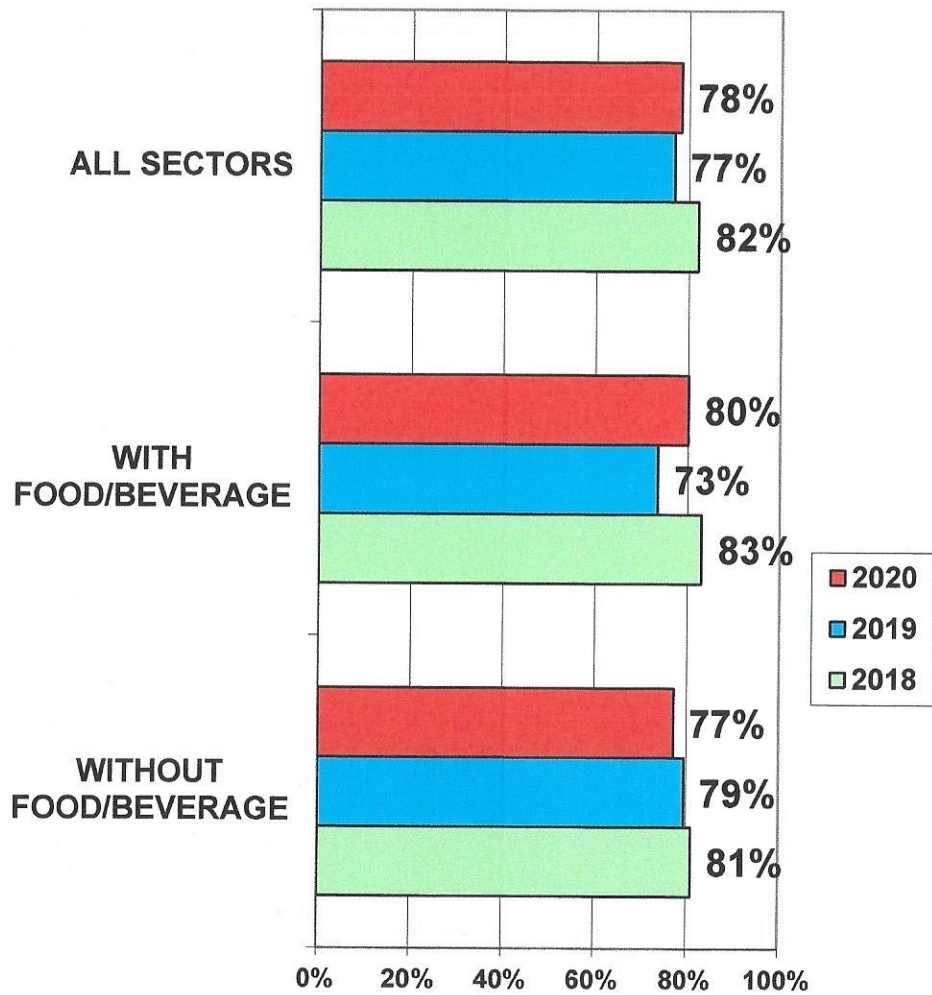
**VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - LUCAS OIL 200
FEBRUARY 2018 - 2020**



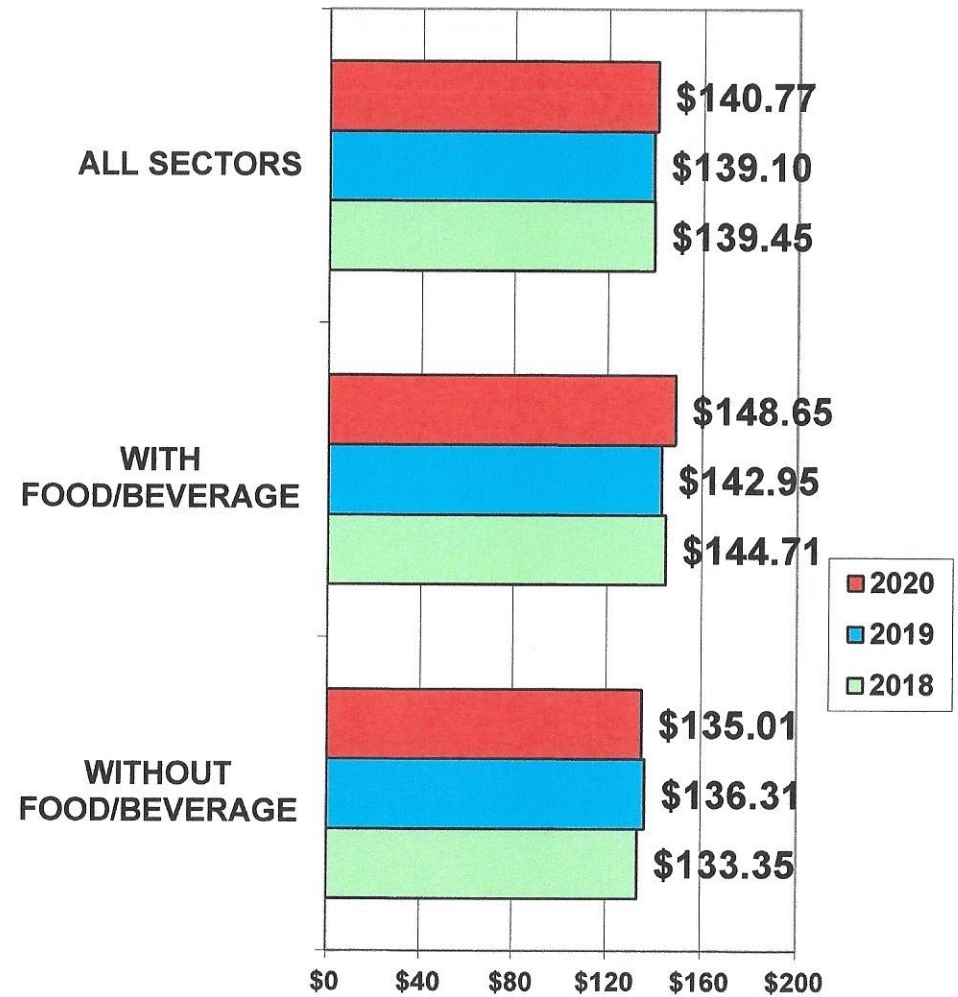
**VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - LUCAS OIL 200
FEBRUARY 2018 - 2020**



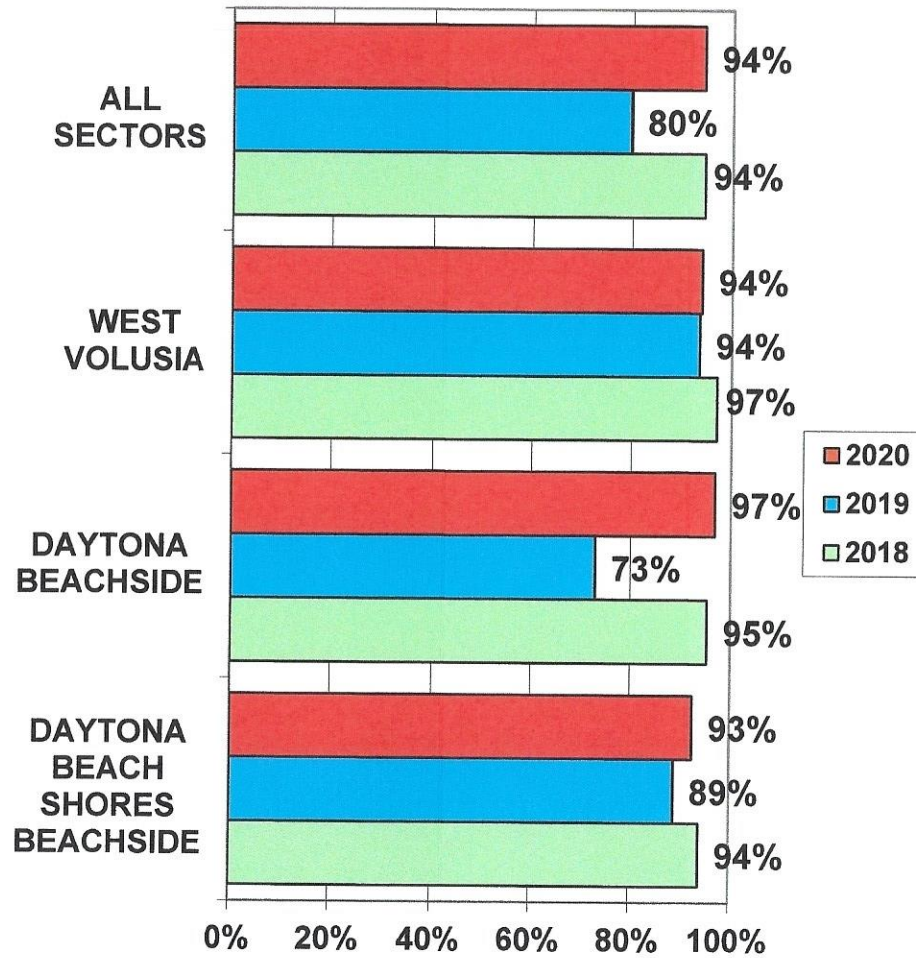
**VOLUSIA OCCUPANCY BY
FOOD/BEVERAGE -
LUCAS OIL 200
FEBRUARY 2018 - 2020**



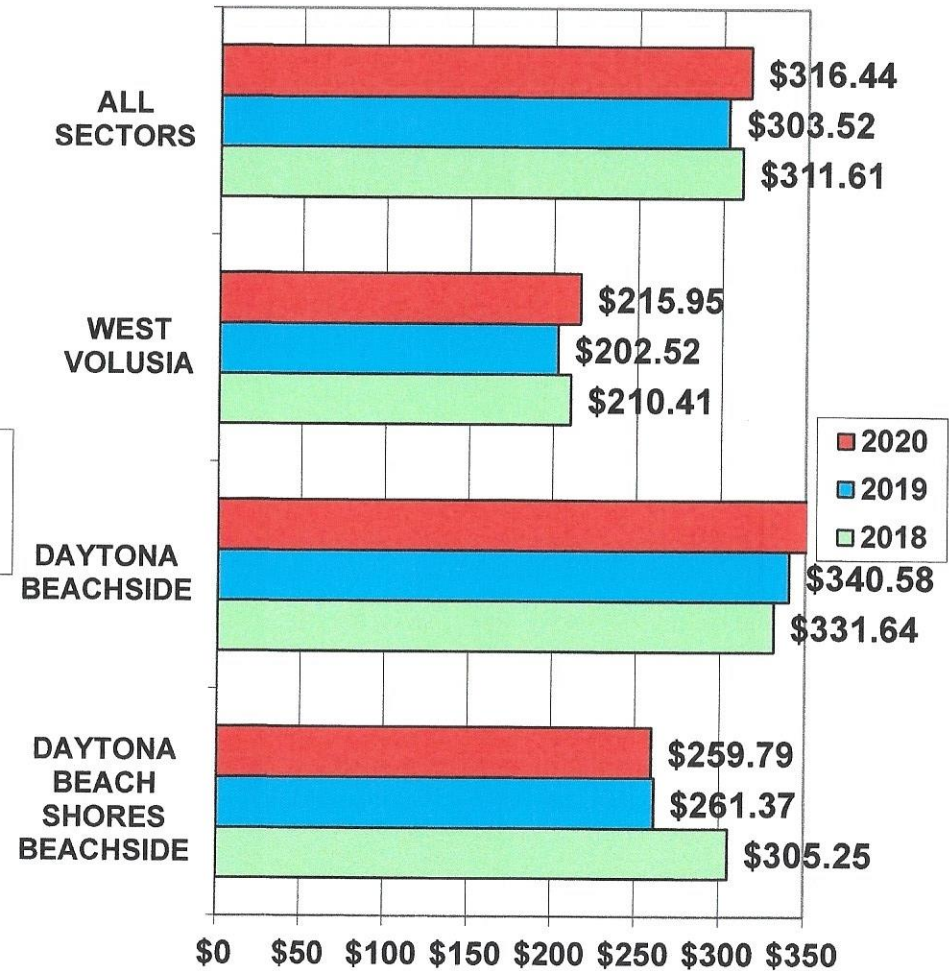
**VOLUSIA AVERAGE DAILY RATE BY
FOOD/BEVERAGE
LUCAS OIL 200
FEBRUARY 2018 - 2020**



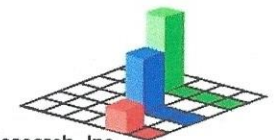
**VOLUSIA OCCUPANCY
BY AREA SECTORS -
DAYTONA 500
FEBRUARY 2018 - 2020**



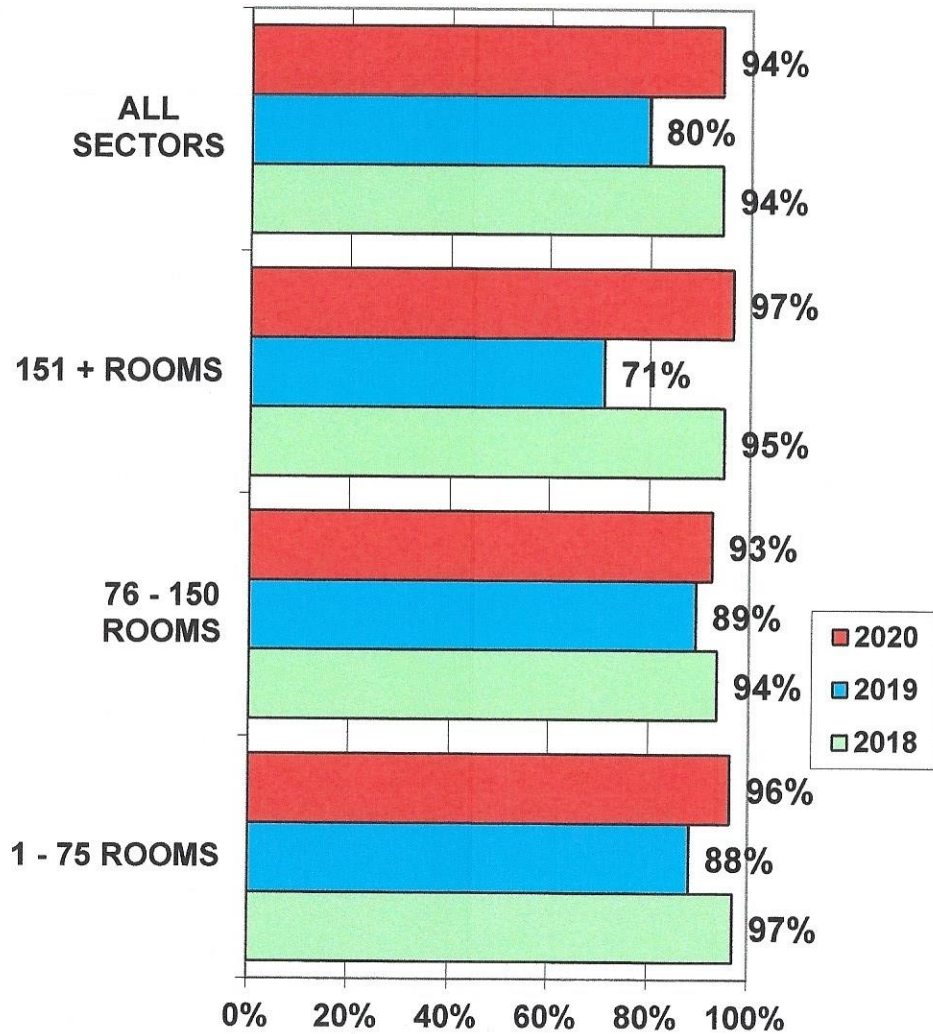
**VOLUSIA AVERAGE DAILY RATE
BY AREA SECTORS -
DAYTONA 500
FEBRUARY 2018 - 2020**



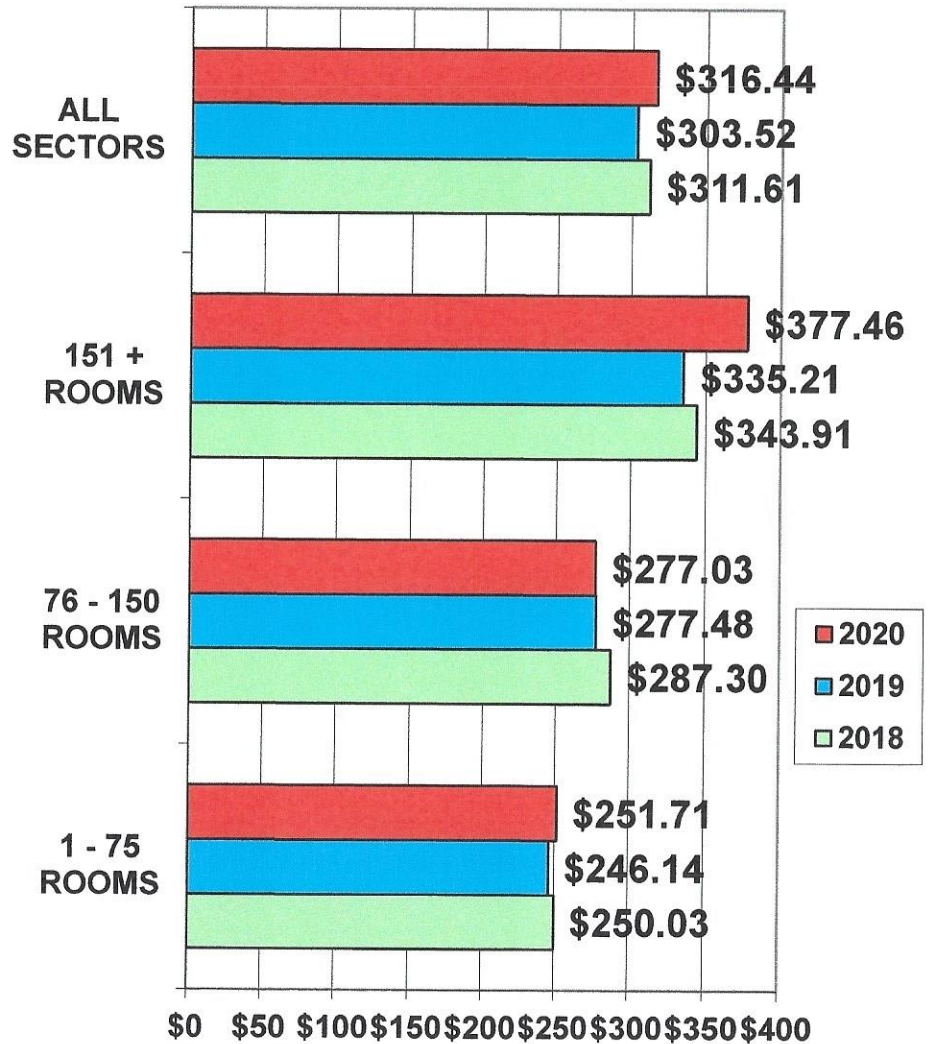
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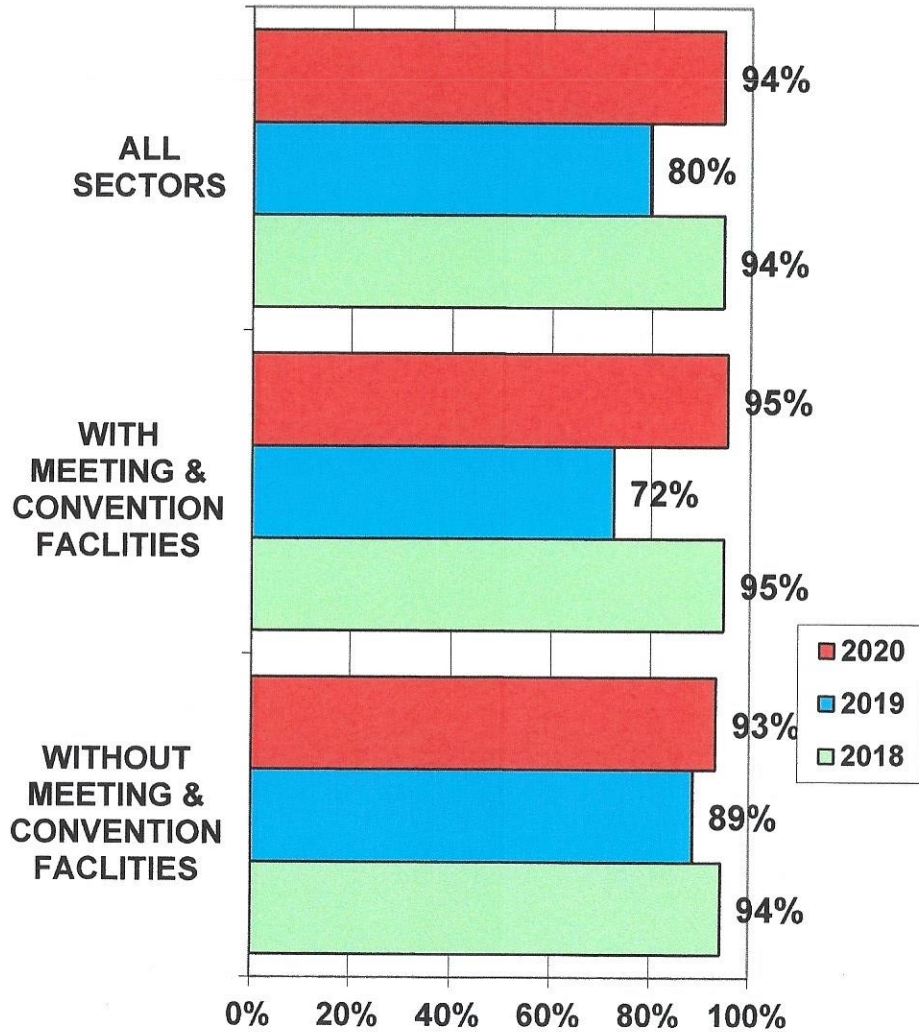
**VOLUSIA OCCUPANCY
BY PROPERTY SIZE -
DAYTONA 500
FEBRUARY 2018 - 2020**



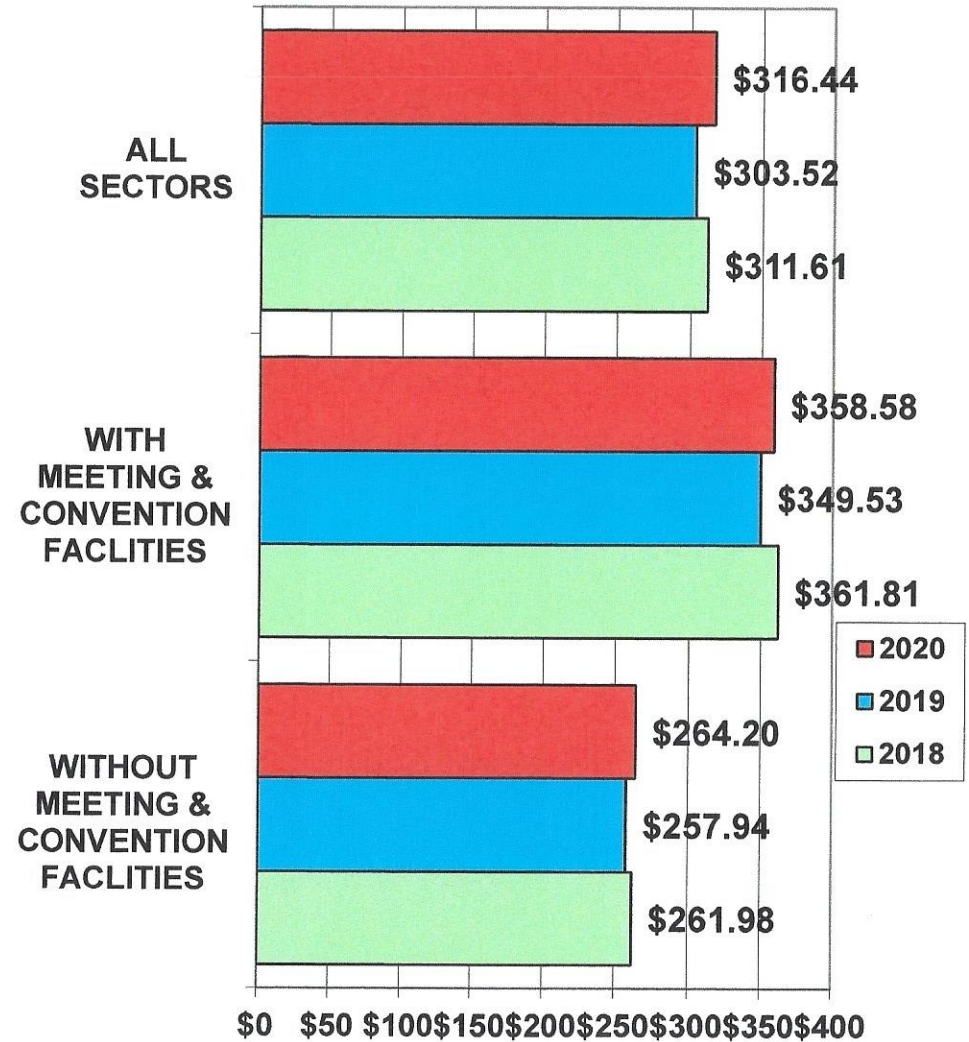
**VOLUSIA AVERAGE DAILY RATE BY
PROPERTY SIZE -
DAYTONA 500
FEBRUARY 2018 - 2020**



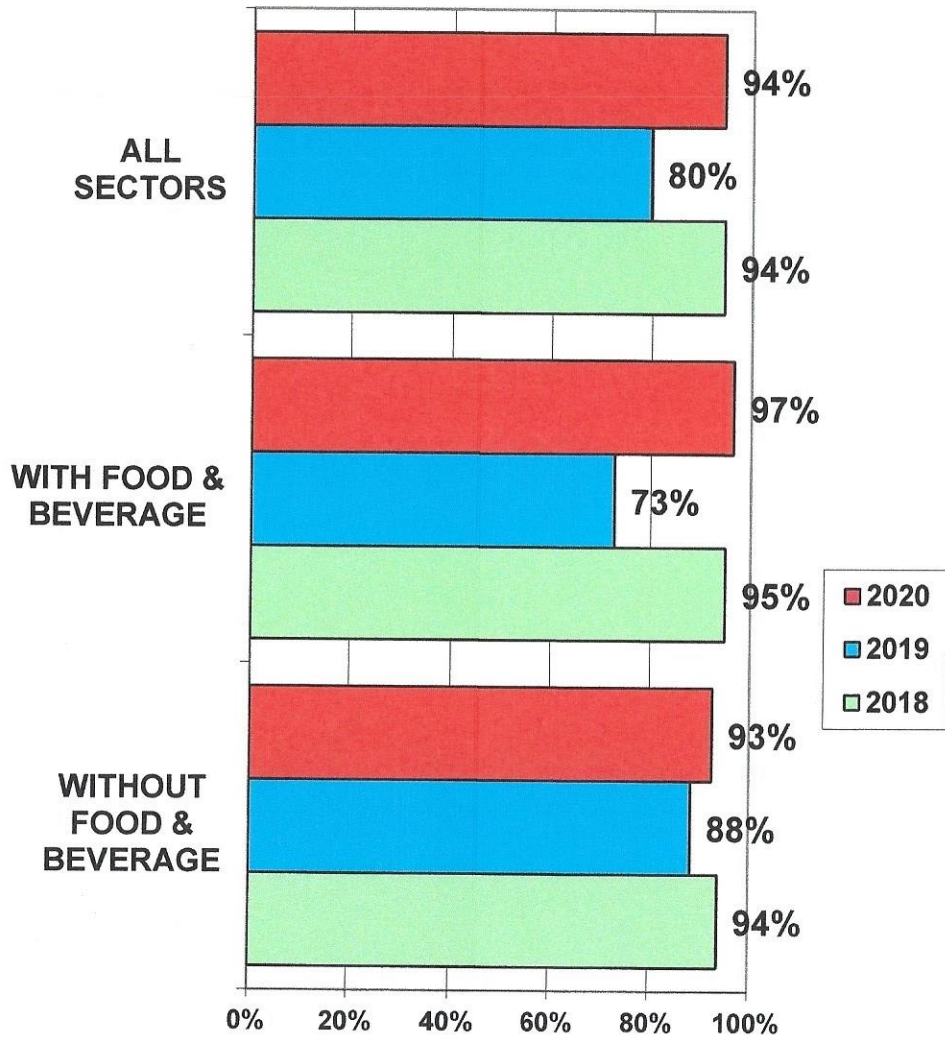
**VOLUSIA OCCUPANCY
BY MEETING & CONVENTION FACILITIES -
DAYTONA 500
FEBRUARY 2018 - 2020**



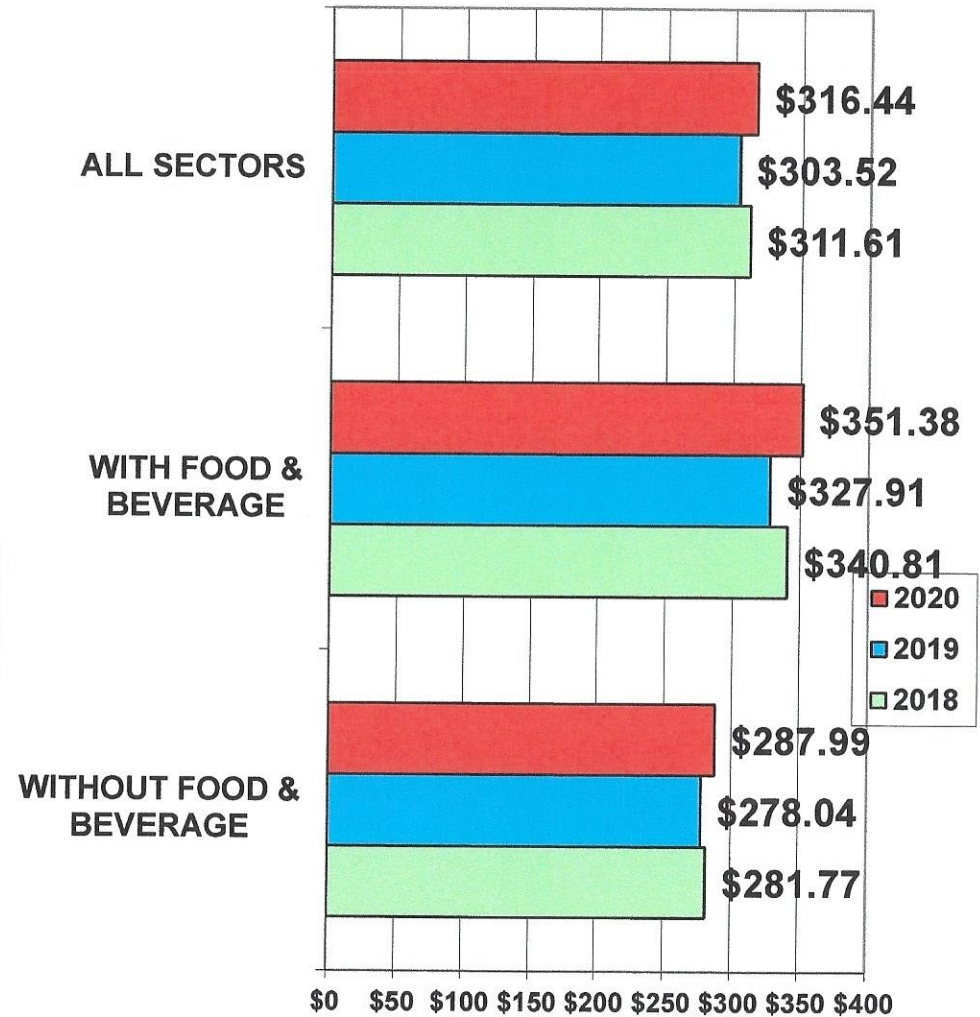
**VOLUSIA AVERAGE DAILY RATE
BY MEETING & CONVENTION FACILITIES -
DAYTONA 500
FEBRUARY 2018 - 2020**



**VOLUSIA OCCUPANCY BY
FOOD/BEVERAGE -
DAYTONA 500
FEBRUARY 2018 - 2020**



**VOLUSIA AVERAGE DAILY RATE
BY FOOD/BEVERAGE
DAYTONA 500
FEBRUARY 2018 - 2020**



**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										
BEST WESTERN PLUS AKU TIKI	132		X										
EL CARIBE RESORT & CONF. CENTER	112	X	X										
HAMPTON DAYTONA SHORES OCEANFRONT	111	X	X										
HOLIDAY INN EXPRESS AND SUITES OCEANFRONT	100	X											
HYATT PLACE	143	X											
OCEAN COURT MOTEL	33	X	X										
OCEANSIDE INN	191	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										
DAYTONA BEACHSIDE													
BEST WESTERN DAYTONA INN SEABREEZE	96	X	X										
DAYTONA BEACH REGENCY	98	X	X										
DAYTONA BEACH RESORT	303	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											
PLAZA RESORT & SPA	322	X	X										
SILVER BEACH CLUB	74		X										
WYNDHAM OCEAN WALK	127		X										

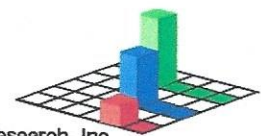


**PARTICIPATING PROPERTIES
BY AREA SECTOR**

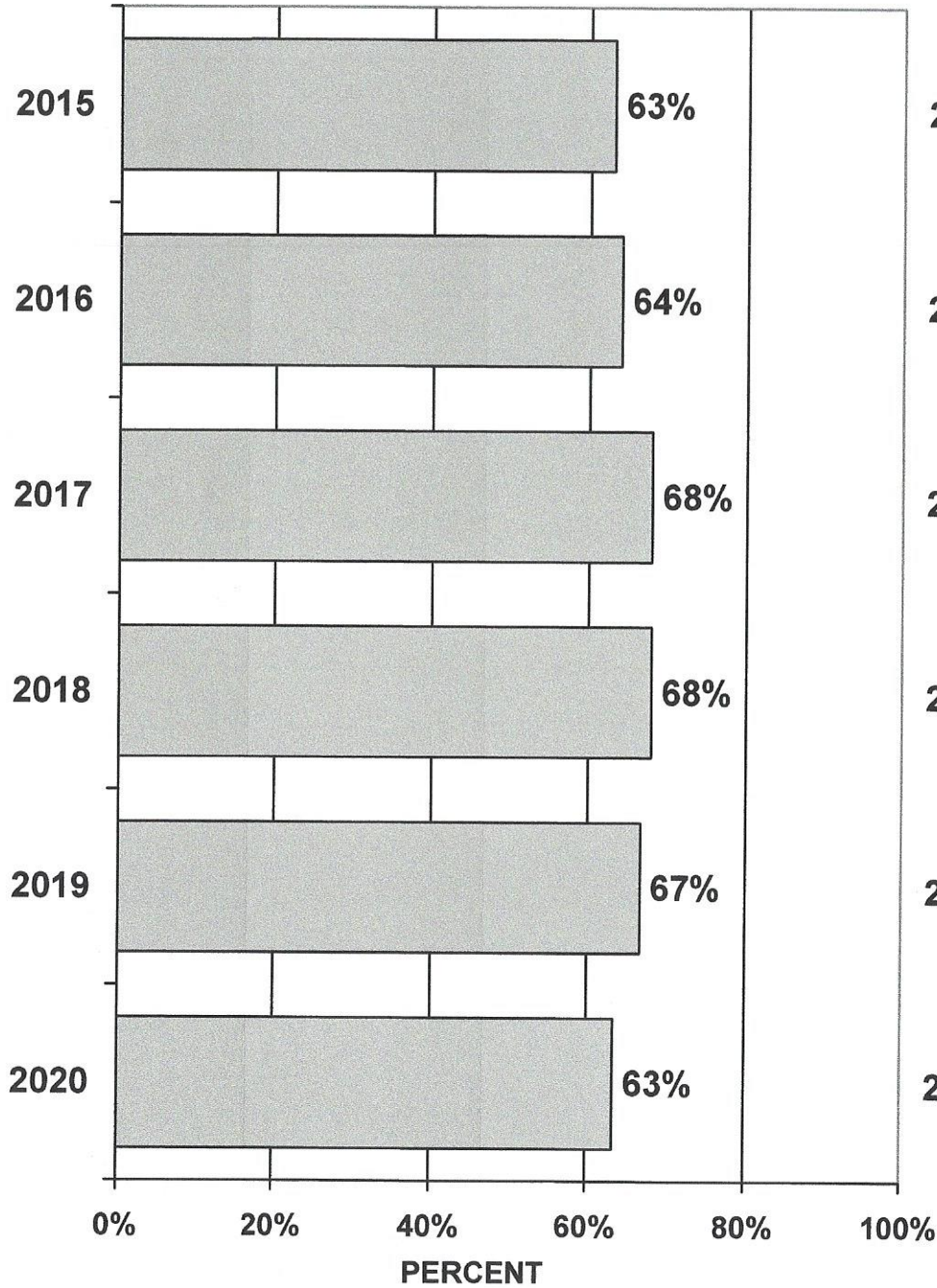
MONTHS REPORTING 2020

	<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										
CORAL SANDS OCEAN FRONT	102	X	X										
COVE ON ORMOND BEACH	112	X	X										
HIGHWAY I-95 INTERSECTIONS													
BEST WESTERN SPEEDWAY	151	X	X										
*COUNTRY INN & SUITES PORT ORANGE	87	X	X										
CLARION INN DESTINATION DAYTONA	79	X	X										
LA QUINTA INN	143	X	X										
SLEEP INN	82	X	X										
AIRPORT/SPEEDWAY DISTRICT													
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										
WEST VOLUSIA													
ALLING HOUSE BED AND BREAKFAST ORANGE CITY	8	X	X										
ARTISAN DOWNTOWN	14	X	X										
COMFORT INN DELAND	68	X	X										
COURTYARD DELAND	104	X											
DAYS INN ORANGE CITY	37	X											
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										
SE VOLUSIA													
BEST WESTERN HOTEL	101												
COASTAL WATERS INN	40												
*COUNTRY INN & SUITES PORT ORANGE	87	X	X										
HAMPTON INN	122	X											
INN ON THE AVENUE	6	X	X										
OCEAN TRILLIUM SUITES	32	X	X										
SPRINGHILL SUITES	114	X	X										

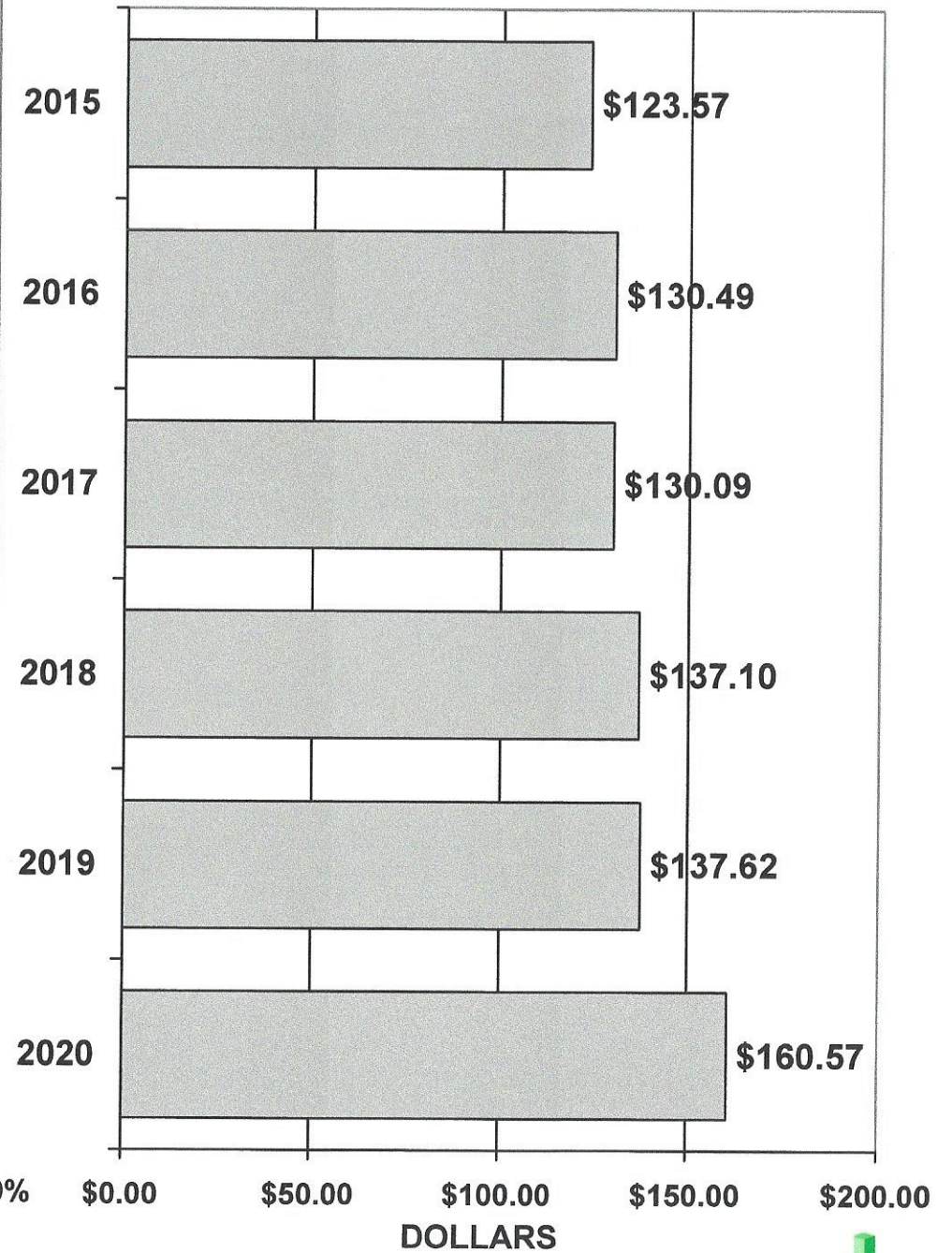
*Country Inn & Suites is listed in Area Sectors Highway I-95 Intersections and SE Volusia



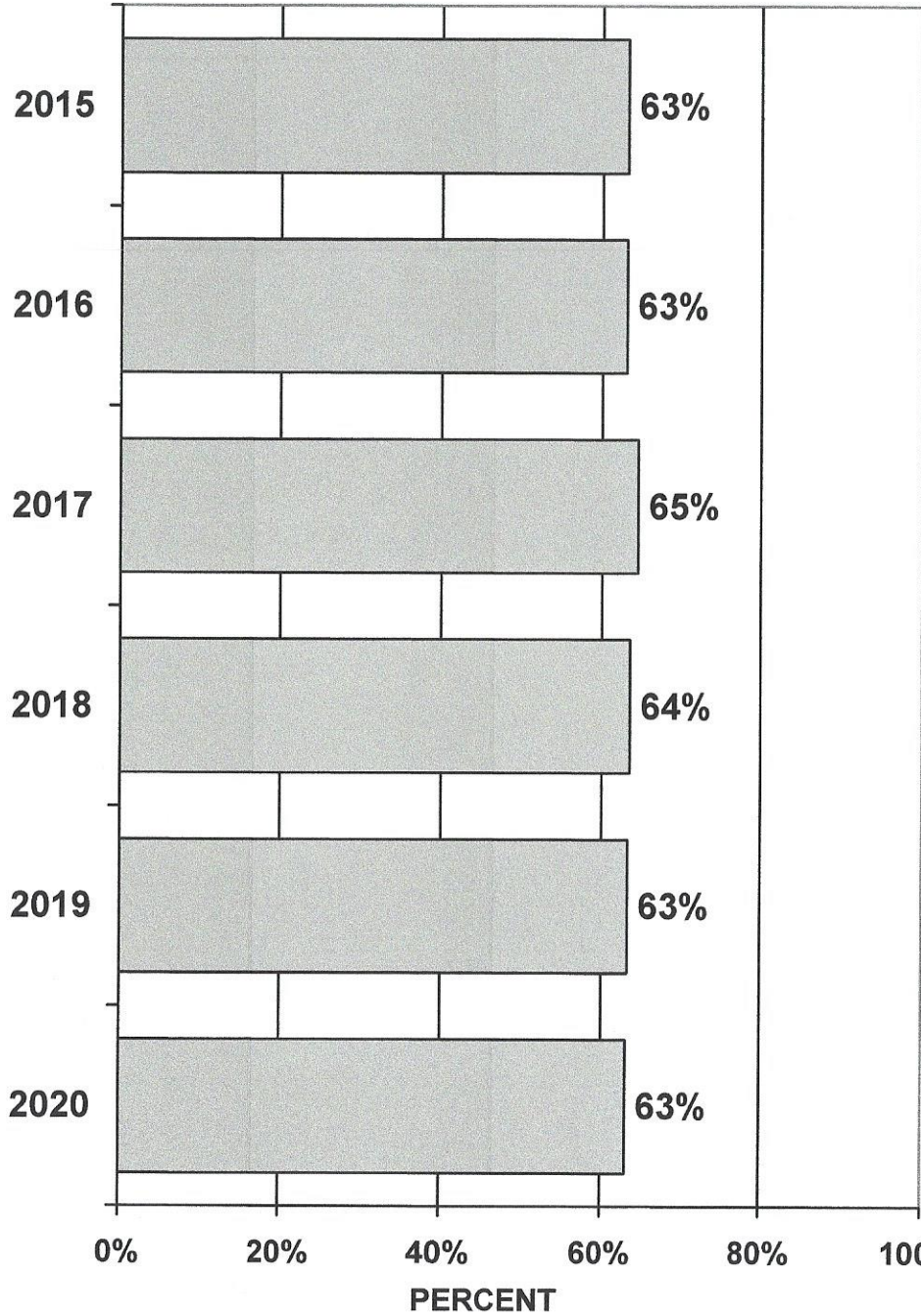
**BEACHSIDE DAYTONA BEACH ANNUAL
OCCUPANCY 2015 - 2020**



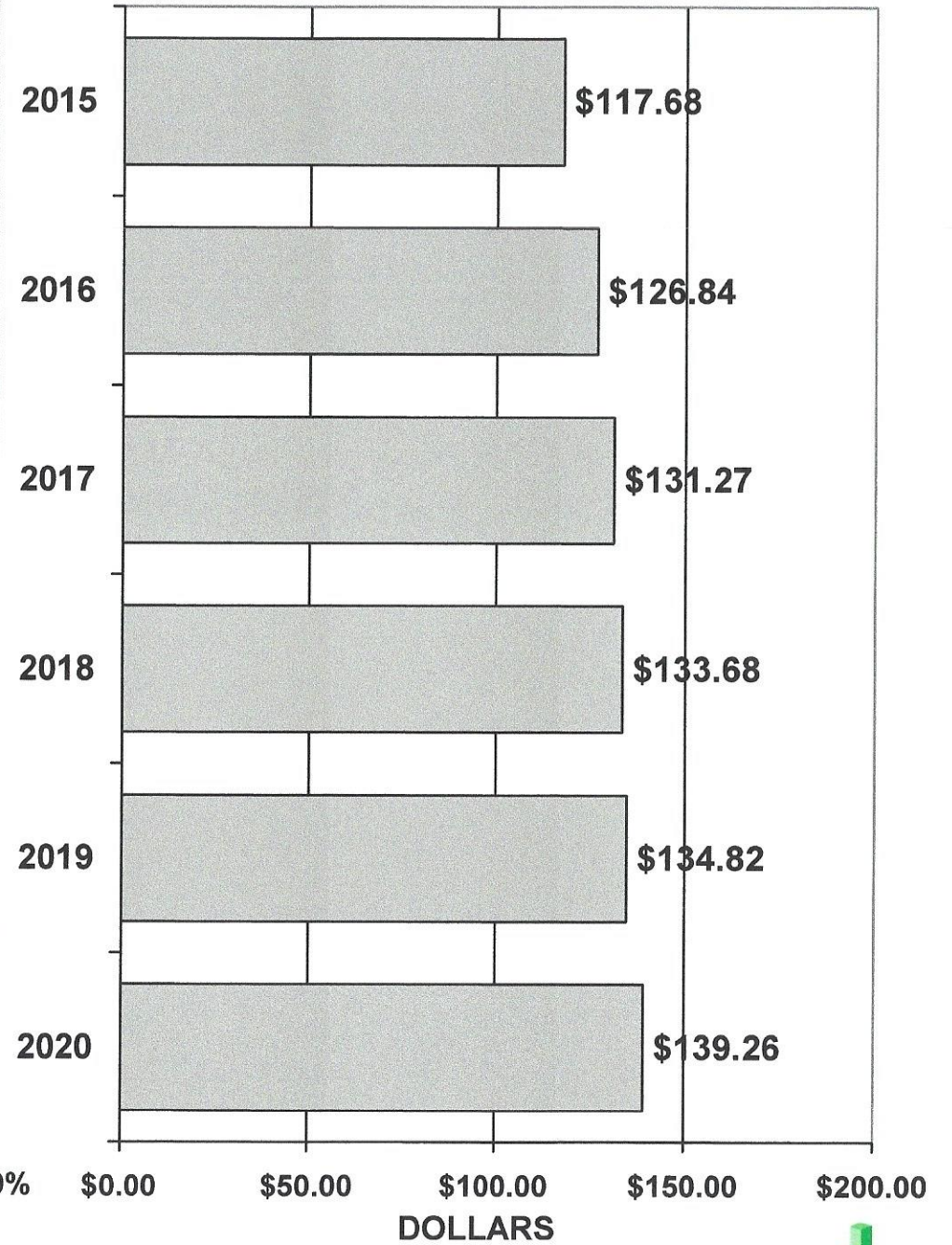
**BEACHSIDE DAYTONA BEACH ANNUAL
AVERAGE DAILY RATE 2015 - 2020**



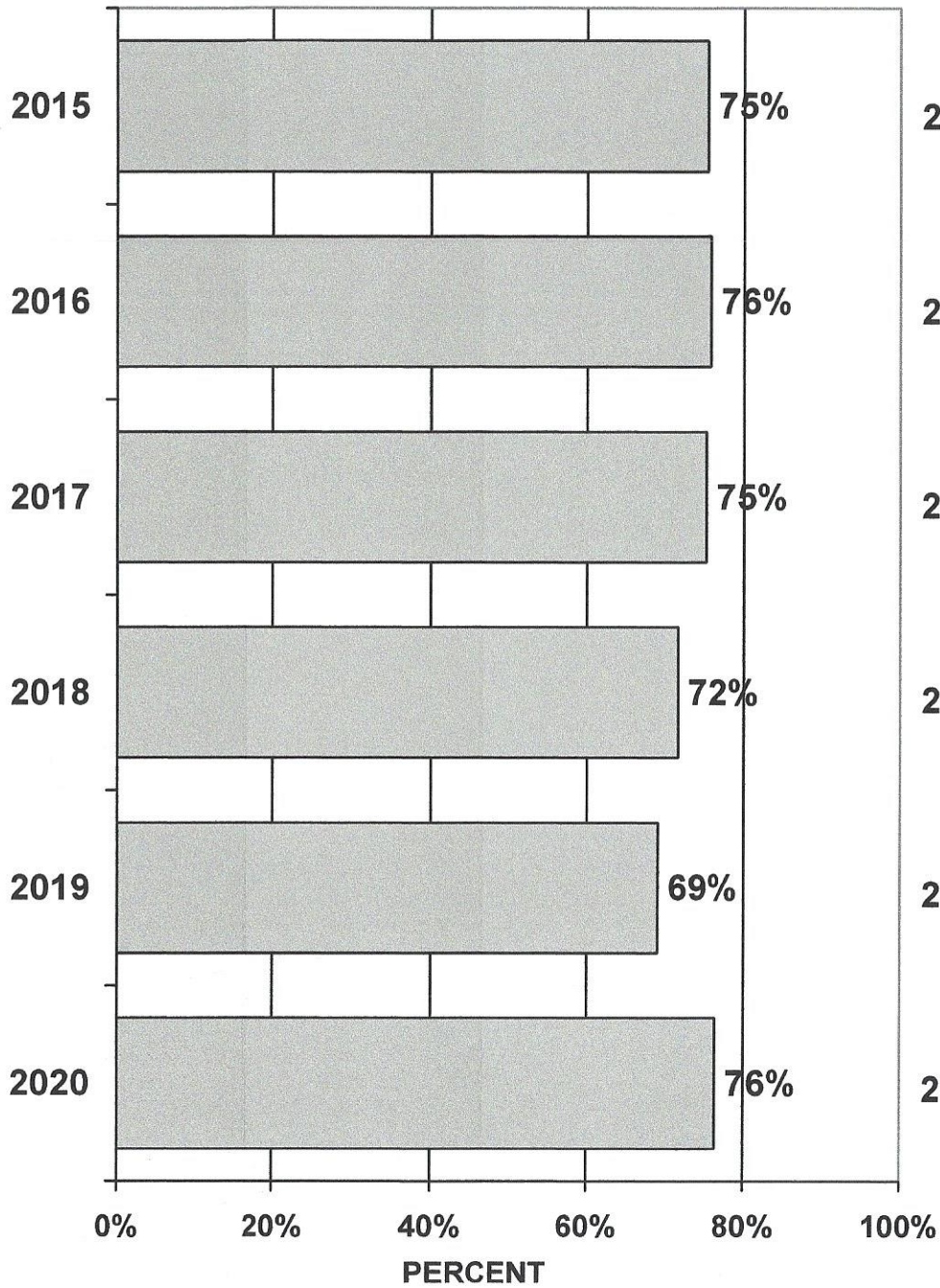
DAYTONA BEACH SHORES ANNUAL OCCUPANCY 2015 - 2020



DAYTONA BEACH SHORES ANNUAL AVERAGE DAILY RATE 2015 - 2020



**AIRPORT/SPEEDWAY ANNUAL
OCCUPANCY 2015 - 2020**



**AIRPORT/SPEEDWAY ANNUAL
AVERAGE DAILY RATE 2015 - 2020**

