

Memo

To: HAAA
From: Evelyn Fine
Date: March 13, 2017
Subject: January 2017 Occupancy & Average Daily Rate Report

Overall Daytona Beach Area Occupancy increased 2%, to 62% in January 2017 from 61% in January 2016.

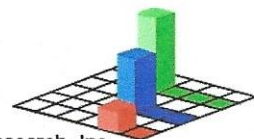
The Daytona Beach Area Average Daily Rate increased 6%, to \$ 116.51 in January 2017 from \$109.44 in January 2016.

The Daytona Beach Area Revenue per Available Room increased 8%, to \$72.19 in January 2017 from \$66.52 in January 2016.

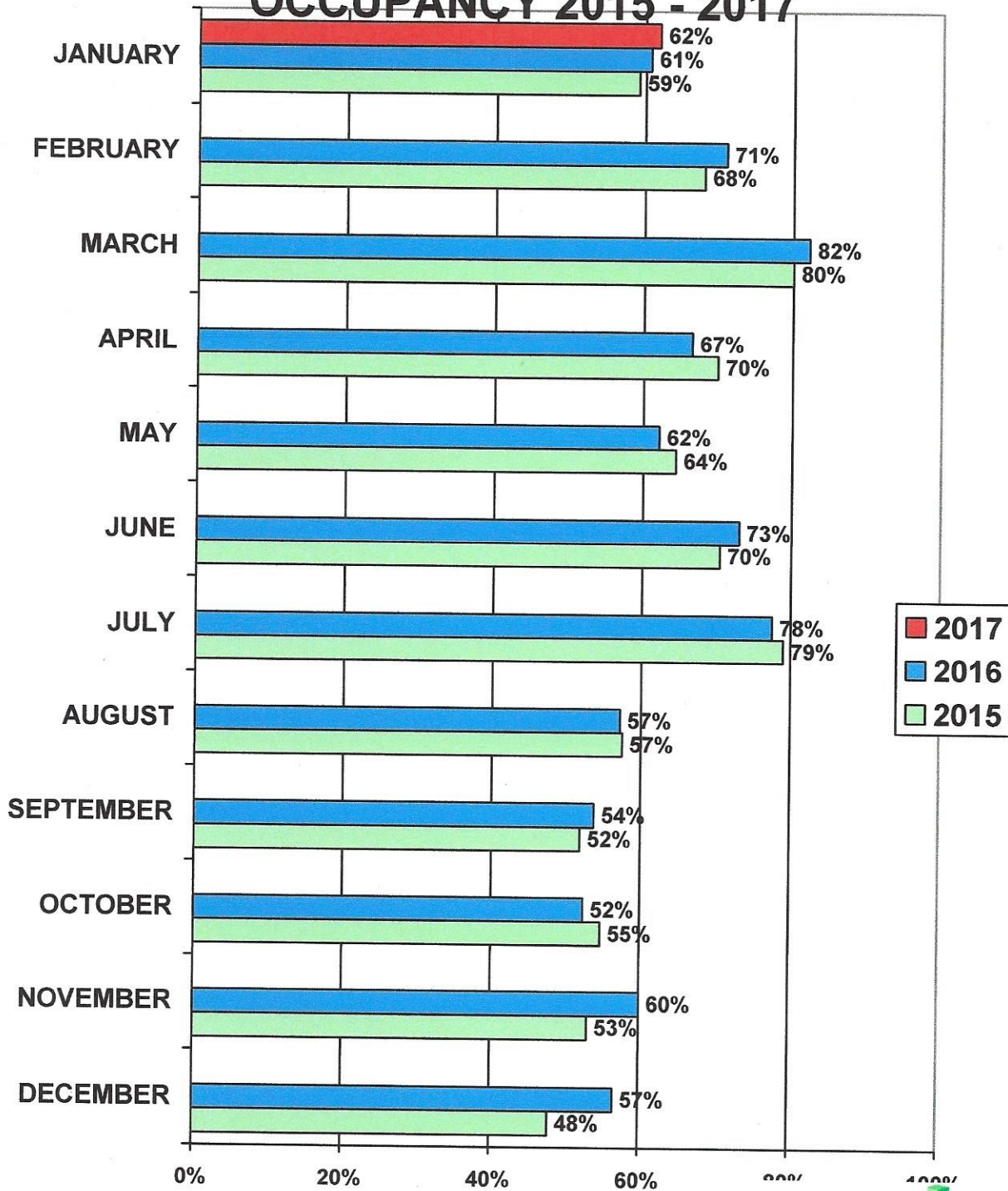
The Rolex 24 Hours was held at the end of the month. Rainy weather during the race had some negative impact, but several hotels were still not operating at 100% due to damage from Hurricane Matthew in October, resulting in higher occupancy and rates for the rest.

The Daytona 100 Volleyball Tournament was also held during the same time as the Rolex and some of the existing rooms were committed to them at a lower rate than the 24 Hours rates.

EF/LK



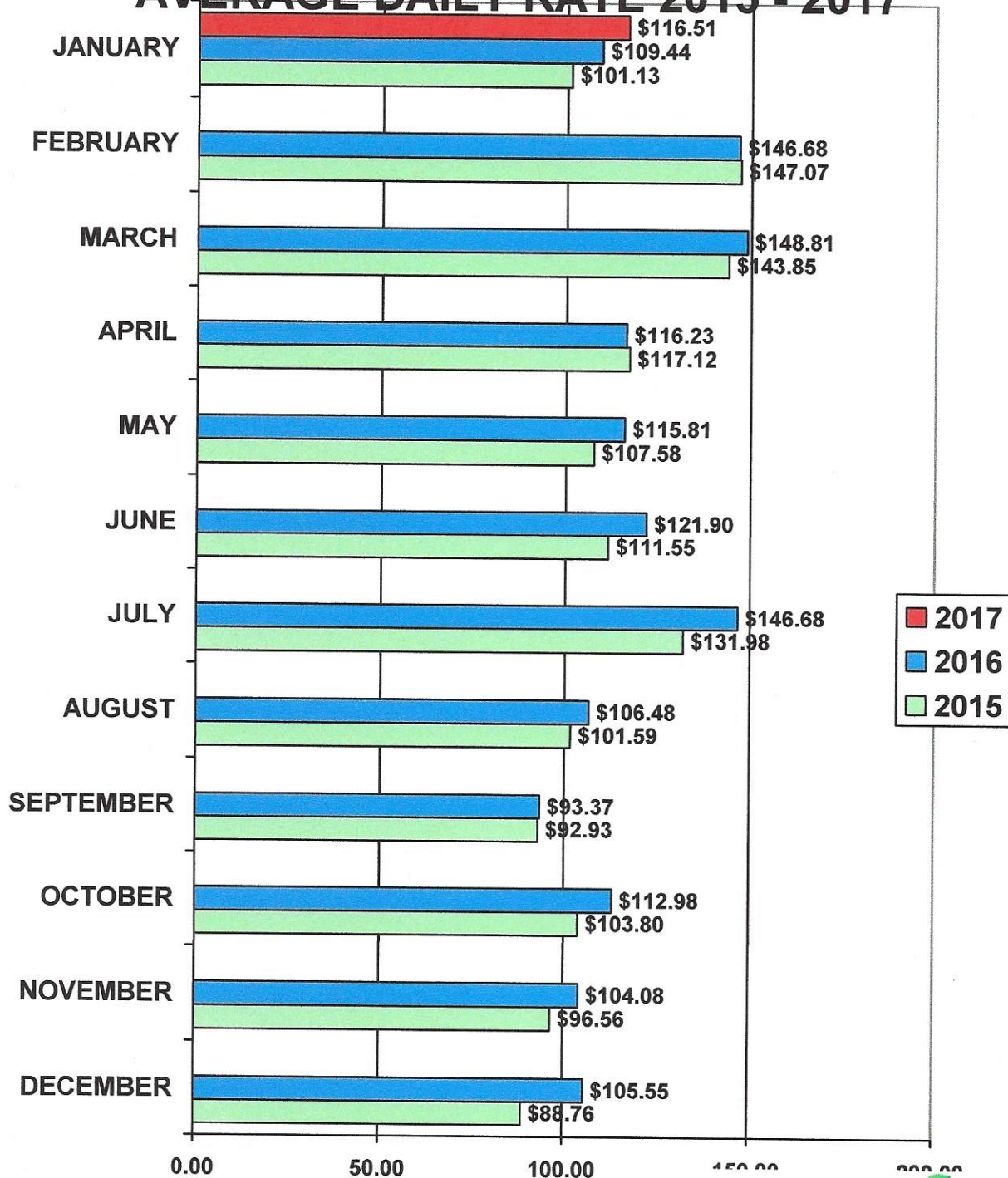
DAYTONA BEACH HOTEL/MOTEL OCCUPANCY 2015 - 2017



2017 YTD AVG. 62% JAN. 2017 HIGH 90%
 2016 YTD AVG. 61% JAN. 2017 LOW 15%
 2015 YTD AVG. 59%



DAYTONA BEACH HOTEL/MOTEL AVERAGE DAILY RATE 2015 - 2017

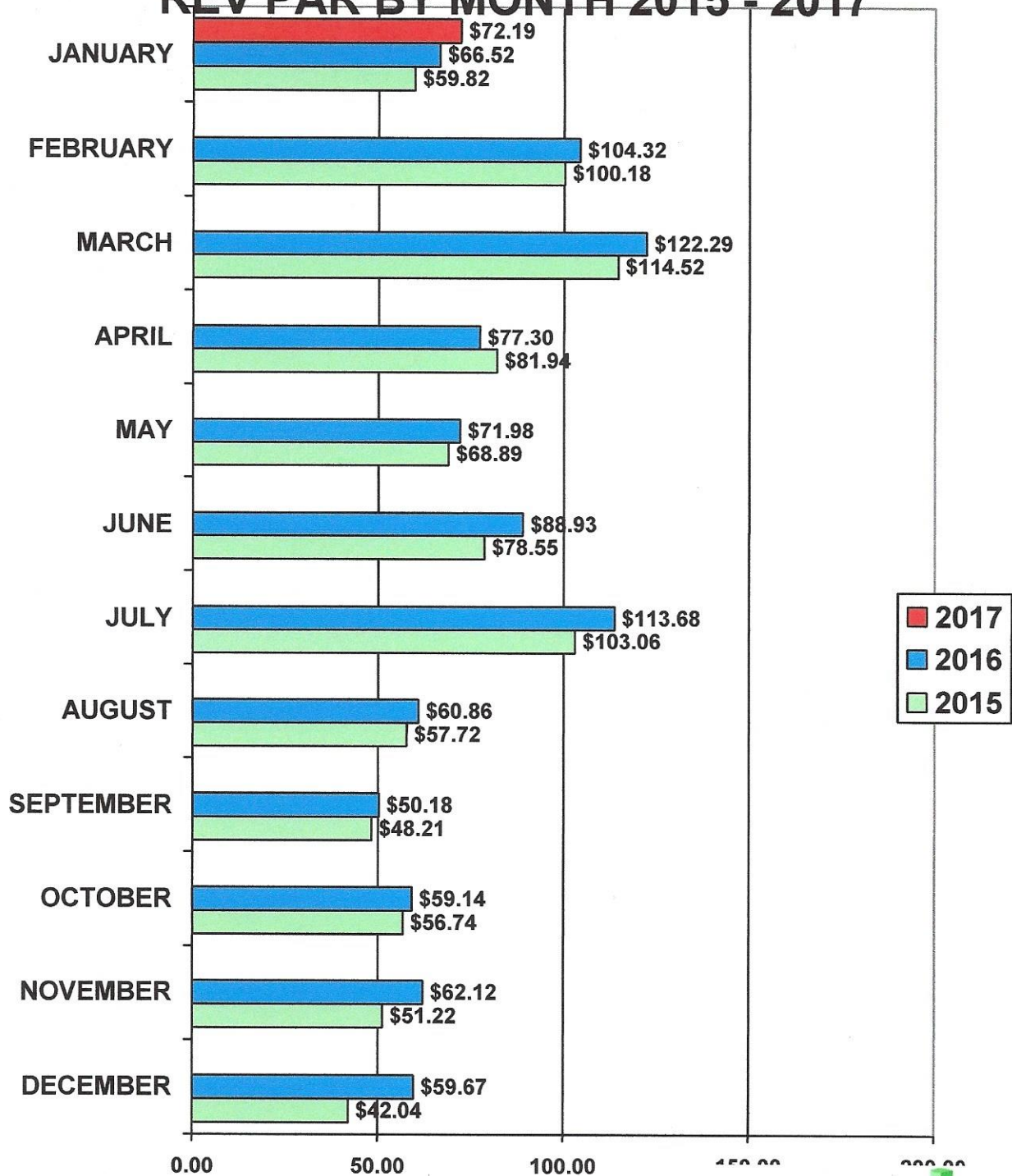


2017 YTD AVG. \$116.51 JAN. 2017 HIGH \$224.00
2016 YTD AVG. \$109.54 JAN. 2017 LOW \$ 52.76
2015 YTD AVG. \$101.13

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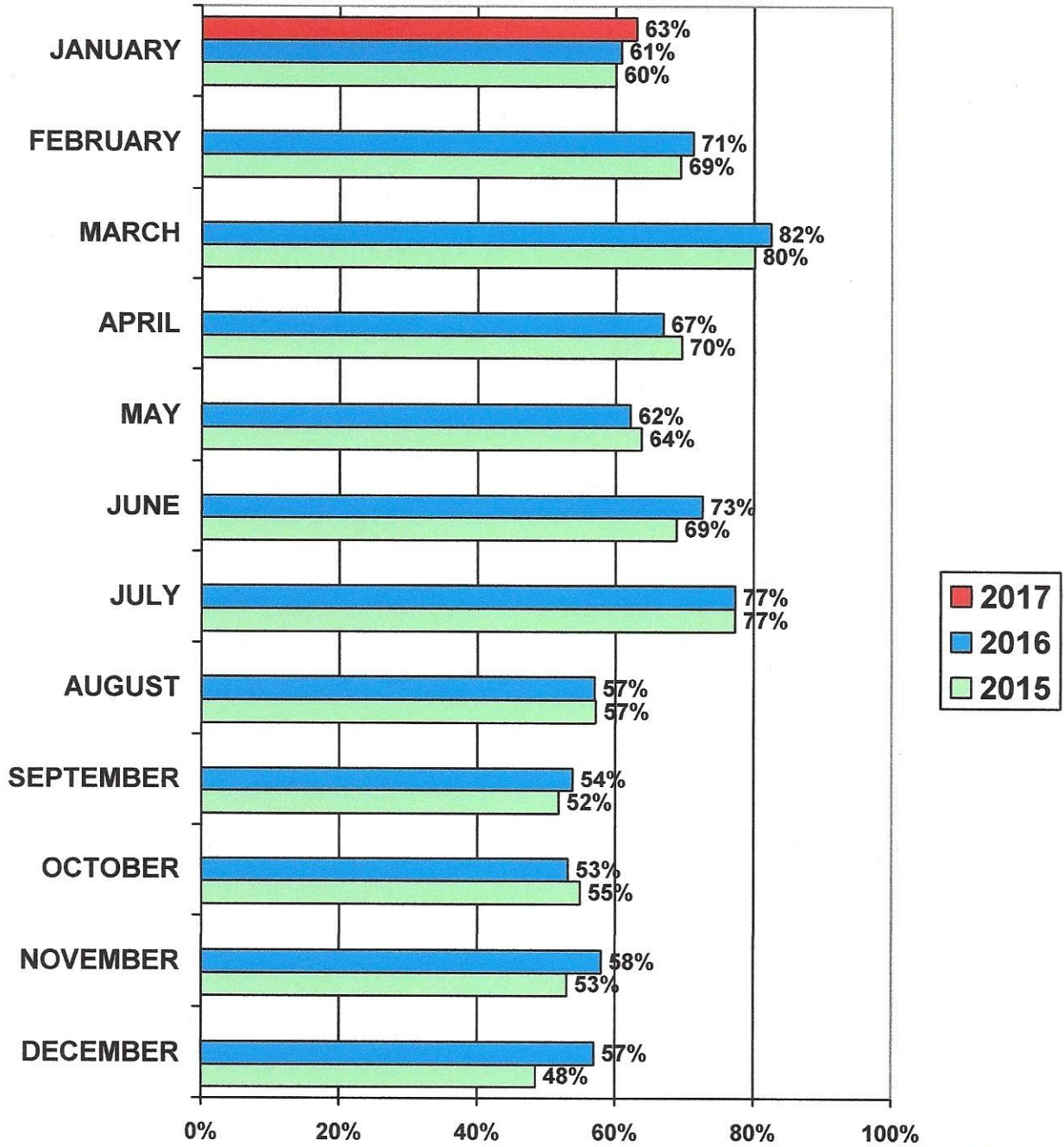
DAYTONA BEACH HOTEL/MOTEL REV PAR BY MONTH 2015 - 2017



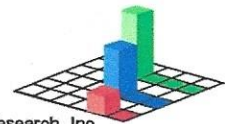
2017 YTD AVG. \$72.19
 2016 YTD AVG. \$66.52
 2015 YTD AVG. \$59.82

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VOLUSIA HOTEL/MOTEL OCCUPANCY 2015 - 2017

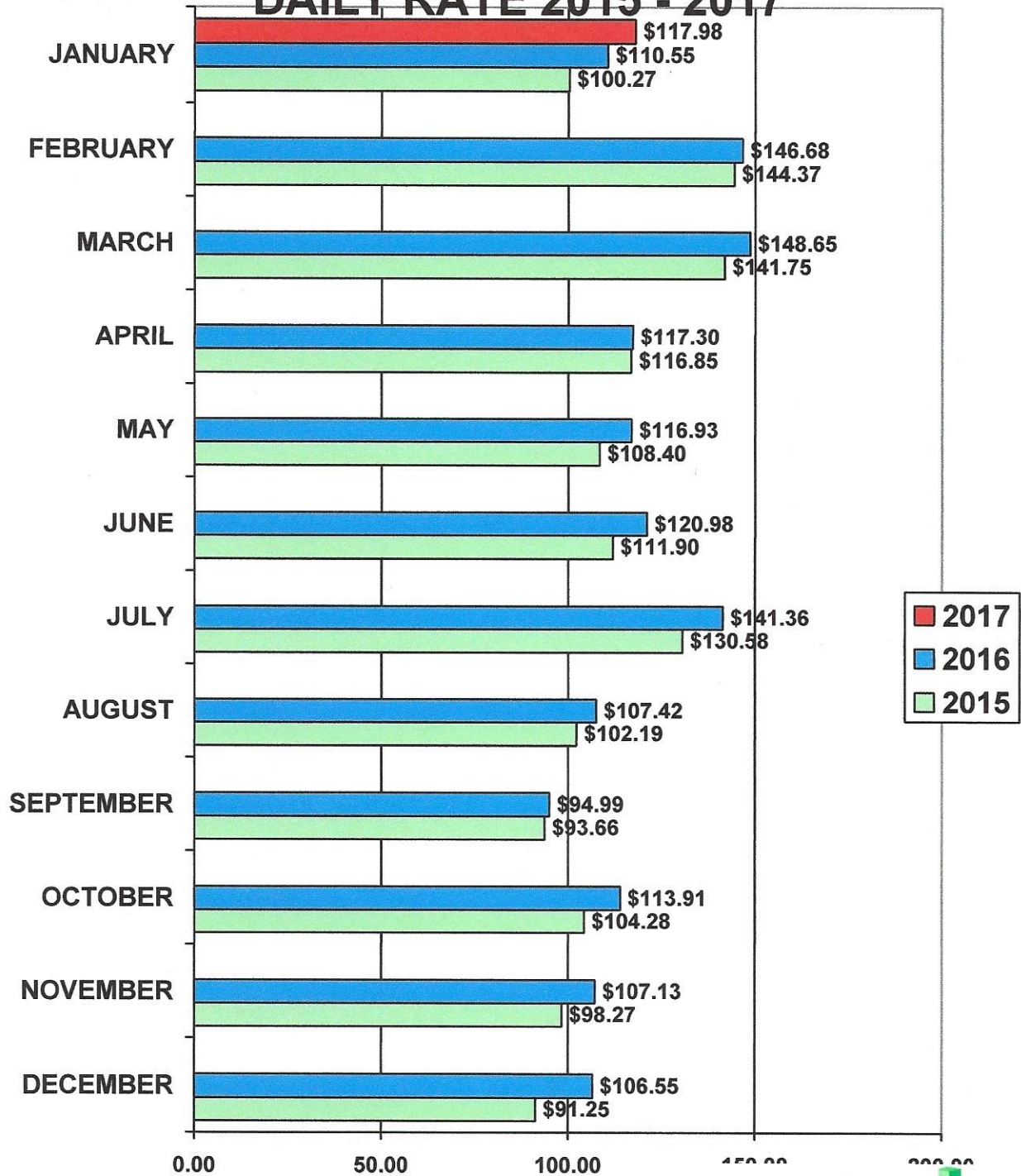


2017 YTD AVG. 63% **JAN. 2017 HIGH 90%**
2016 YTD AVG. 61% **JAN. 2017 LOW 15%**
2015 YTD AVG. 60%



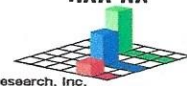
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VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2015 - 2017

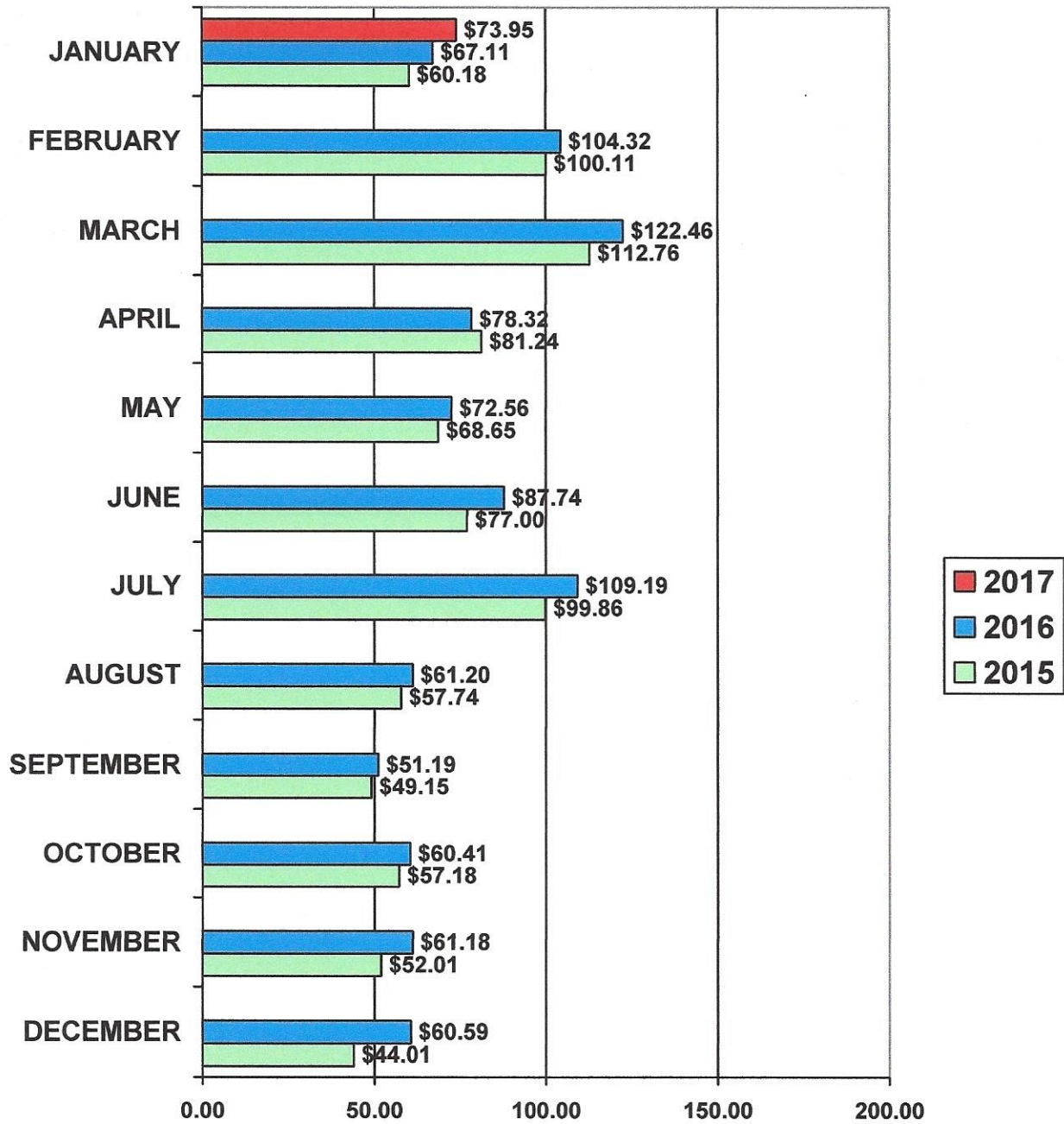


2017 YTD AVG. \$117.98 JAN. 2017 HIGH \$224.00
2016 YTD AVG. \$110.55 JAN. 2017 LOW \$ 52.76
2015 YTD AVG. \$100.27

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VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2015 - 2017

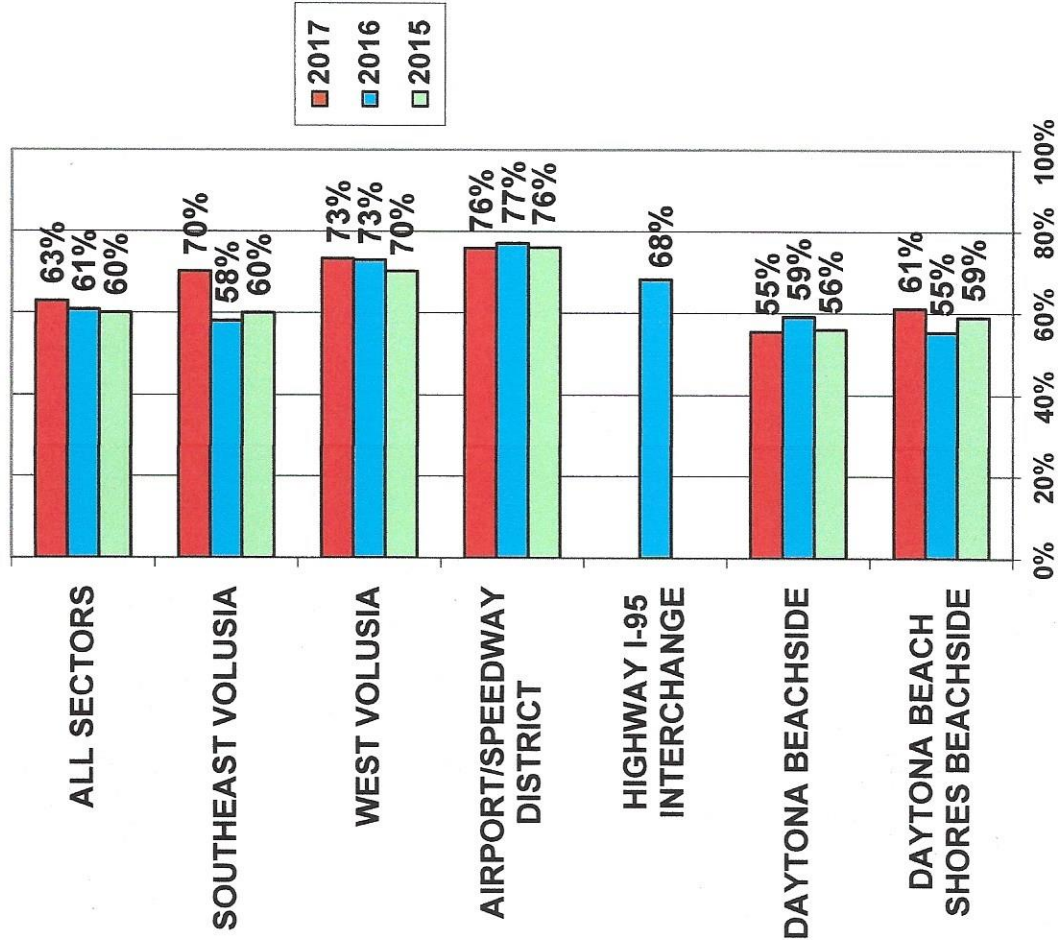


2017 YTD AVG. \$73.95
2016 YTD AVG. \$67.11
2015 YTD AVG. \$60.18

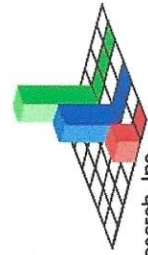
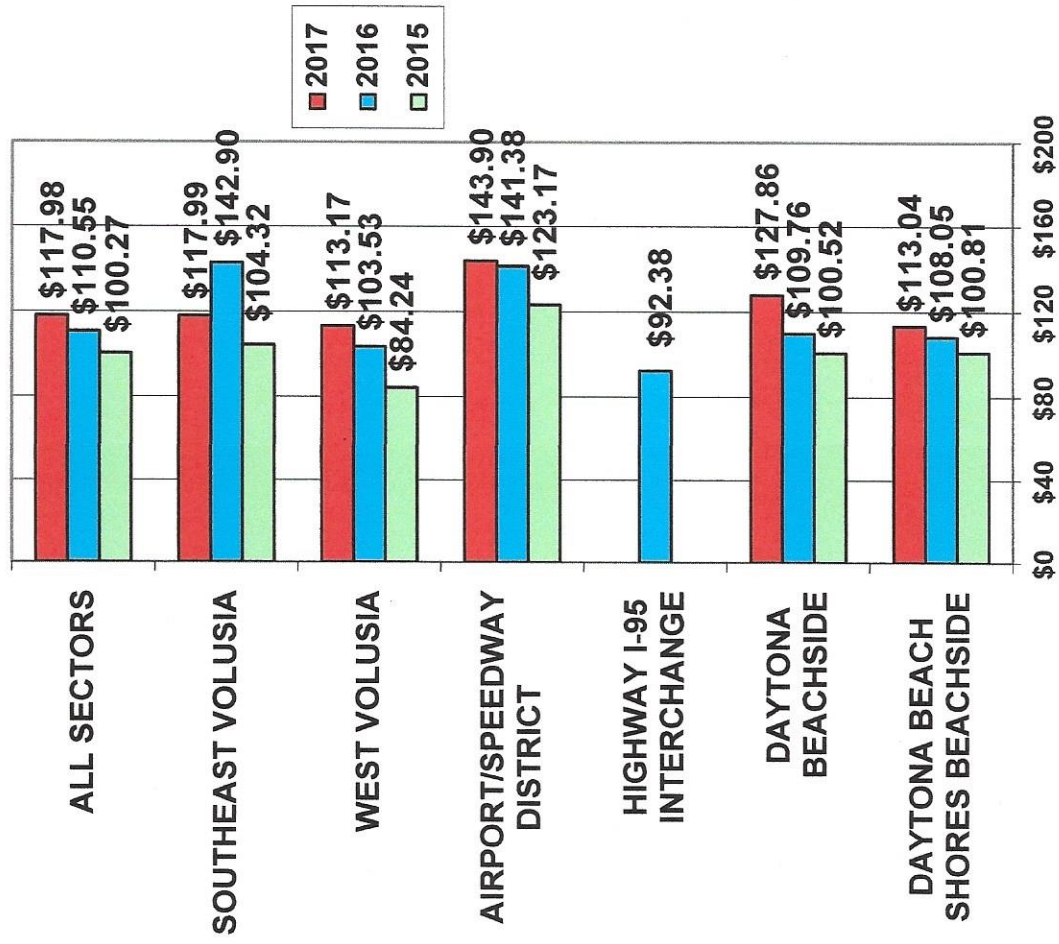
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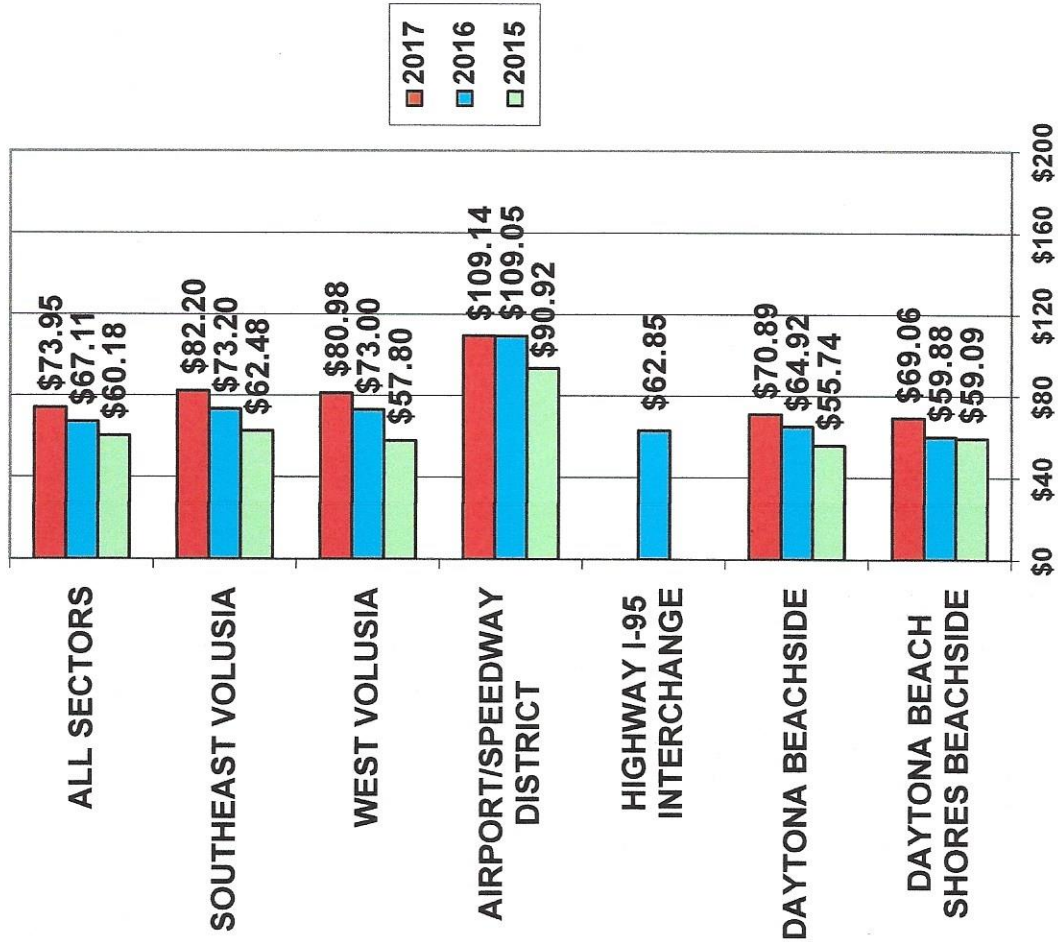
**VOLUSIA OCCUPANCY BY
AREA SECTORS -
JANUARY 2015 - 2017**



**VOLUSIA AVERAGE DAILY RATE BY
AREA SECTORS -
JANUARY 2015 - 2017**



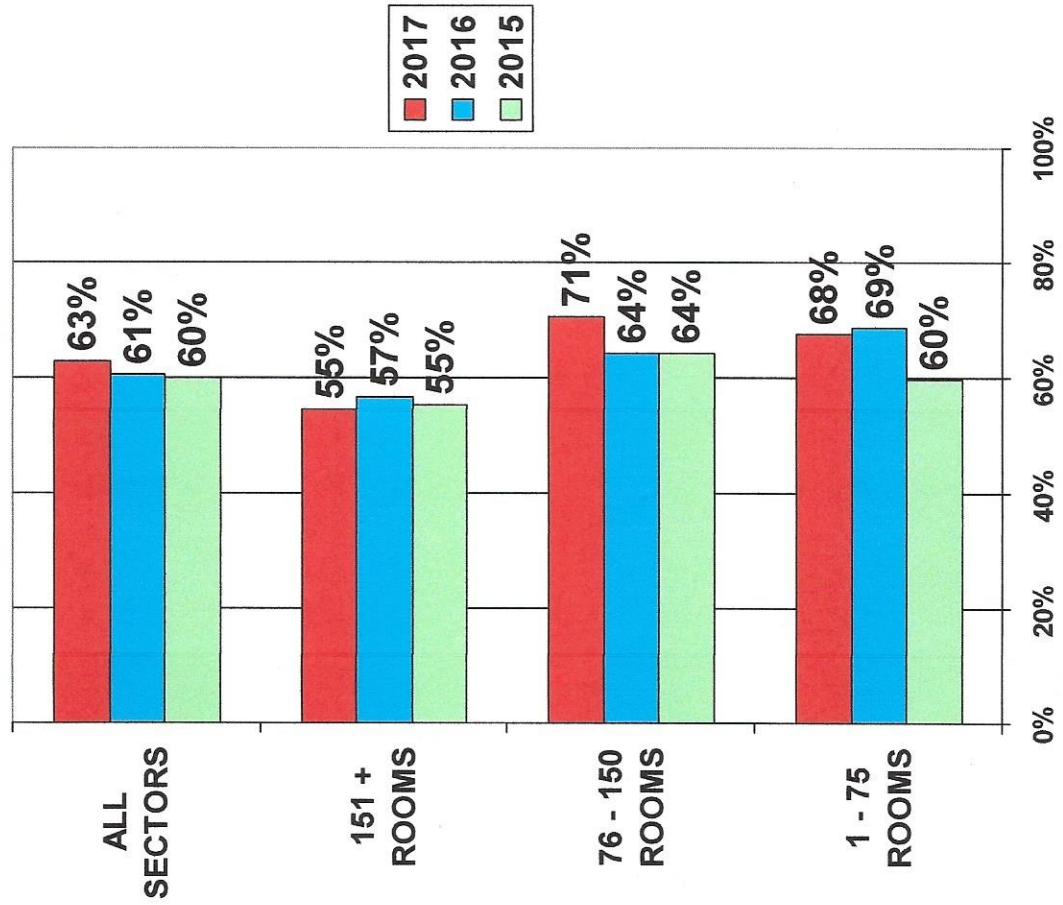
**VOLUSIA REV PAR BY
AREA SECTORS -
JANUARY 2015 - 2017**



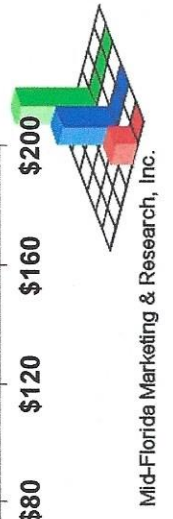
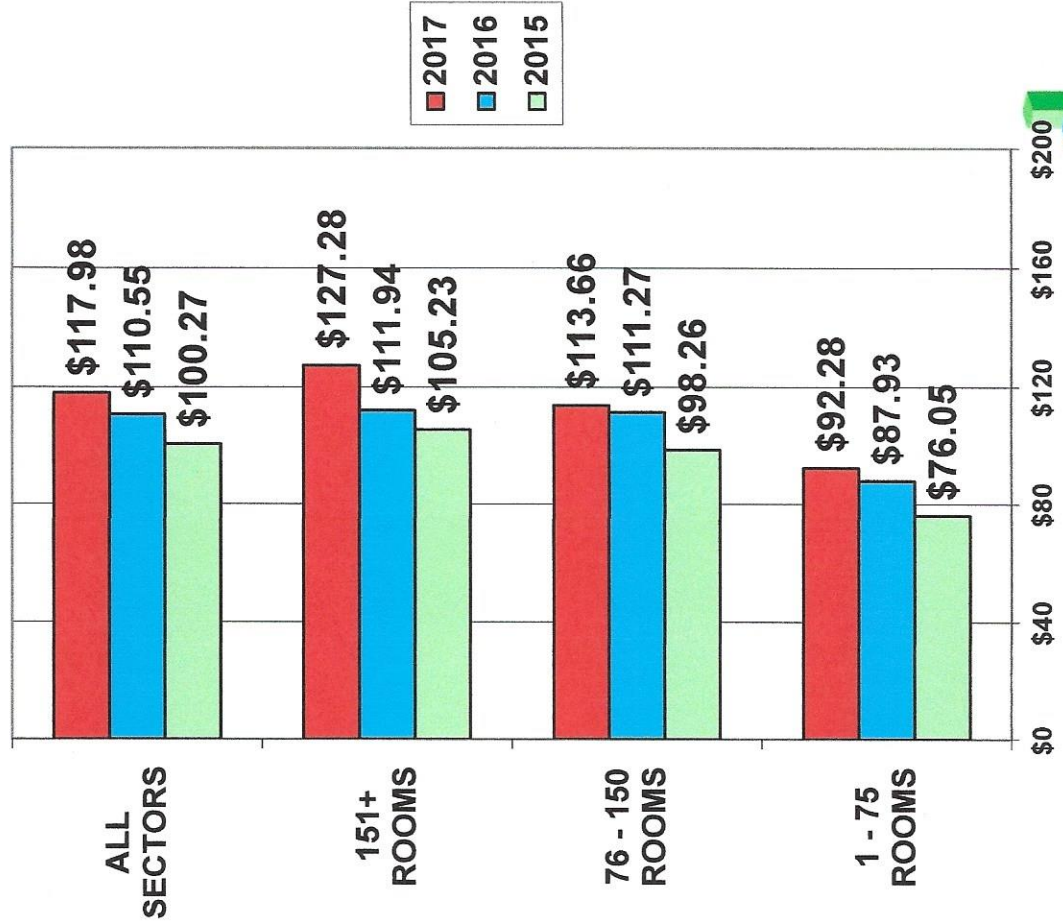
AREA SECTORS WITH FEWER THAN FIVE
PROPERTIES REPORTING ARE NOT INCLUDED.



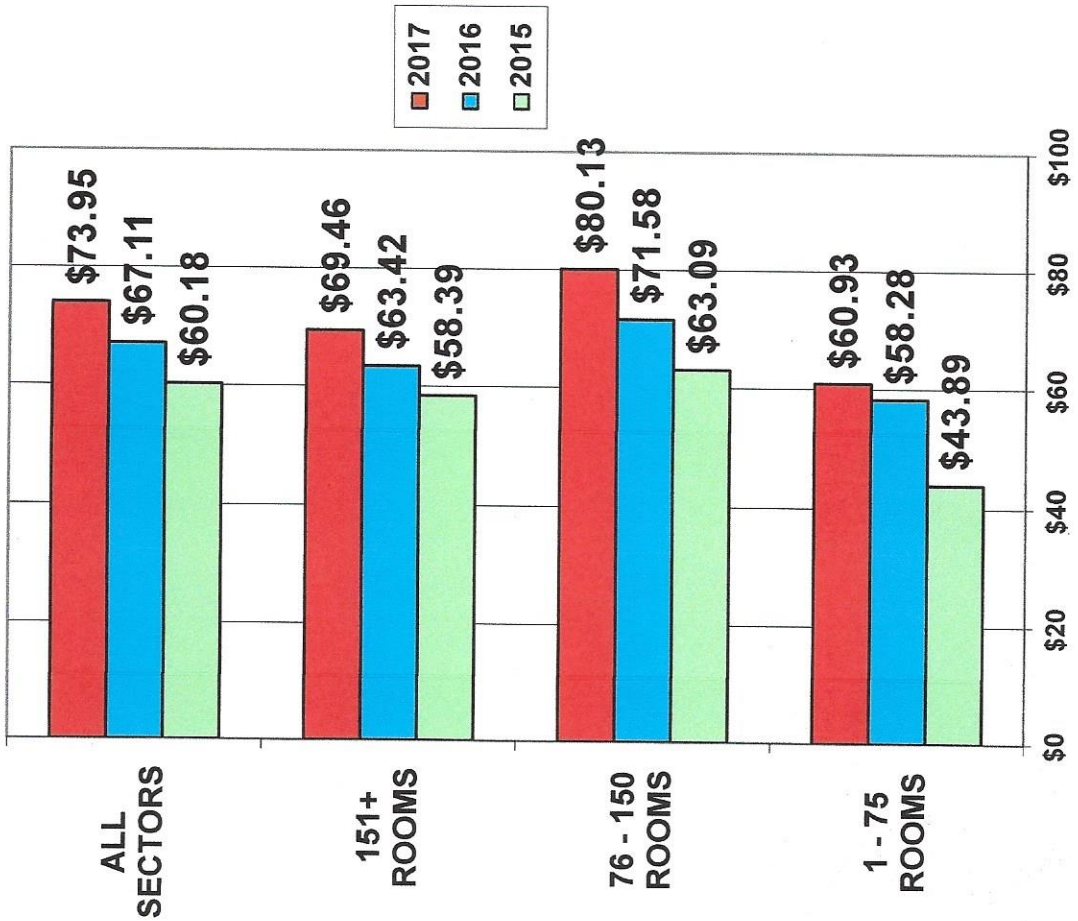
**VOLUSIA OCCUPANCY
BY PROPERTY SIZE -
JANUARY 2015 - 2017**



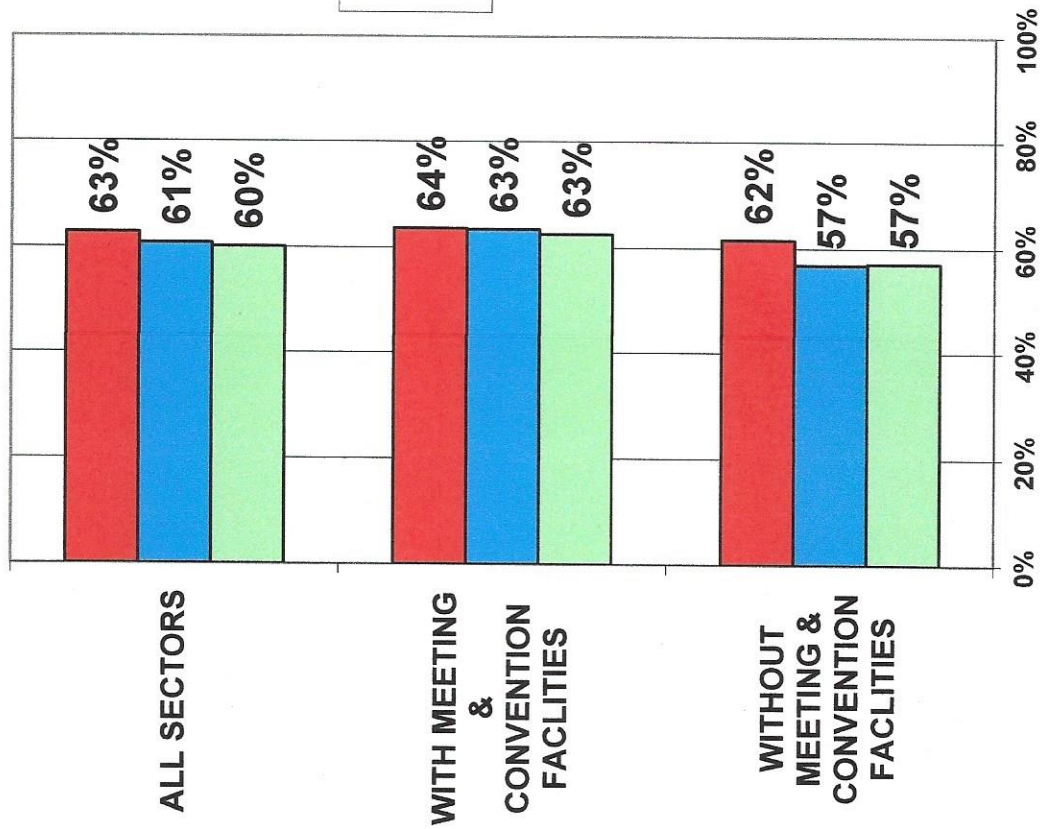
**VOLUSIA AVERAGE DAILY RATE
BY PROPERTY SIZE -
JANUARY 2015 - 2017**



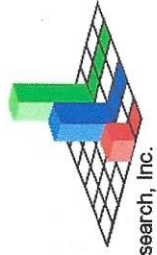
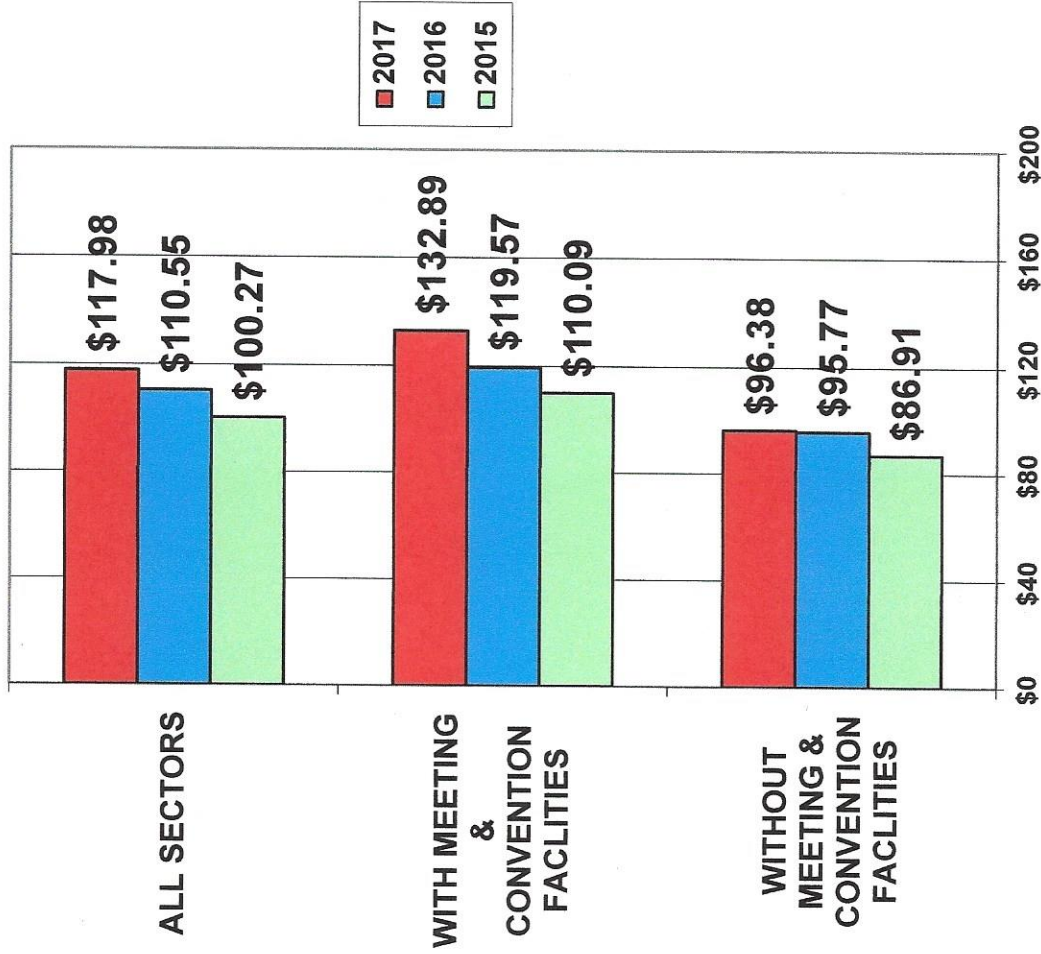
**VOLUSIA REV/IPAR
BY PROPERTY SIZE -
JANUARY 2015 - 2017**



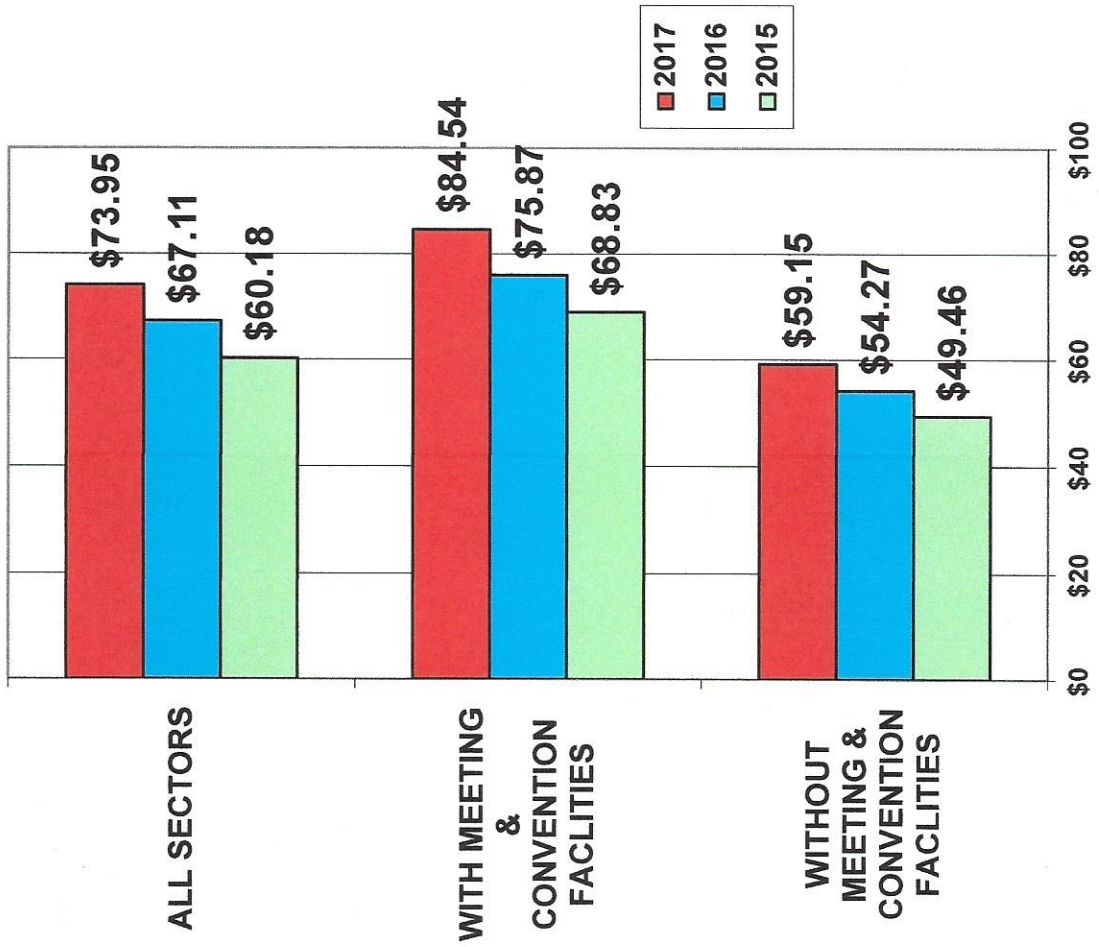
**VOLUSIA OCCUPANCY
BY MEETING & CONVENTION
FACILITIES JANUARY 2015 - 2017**



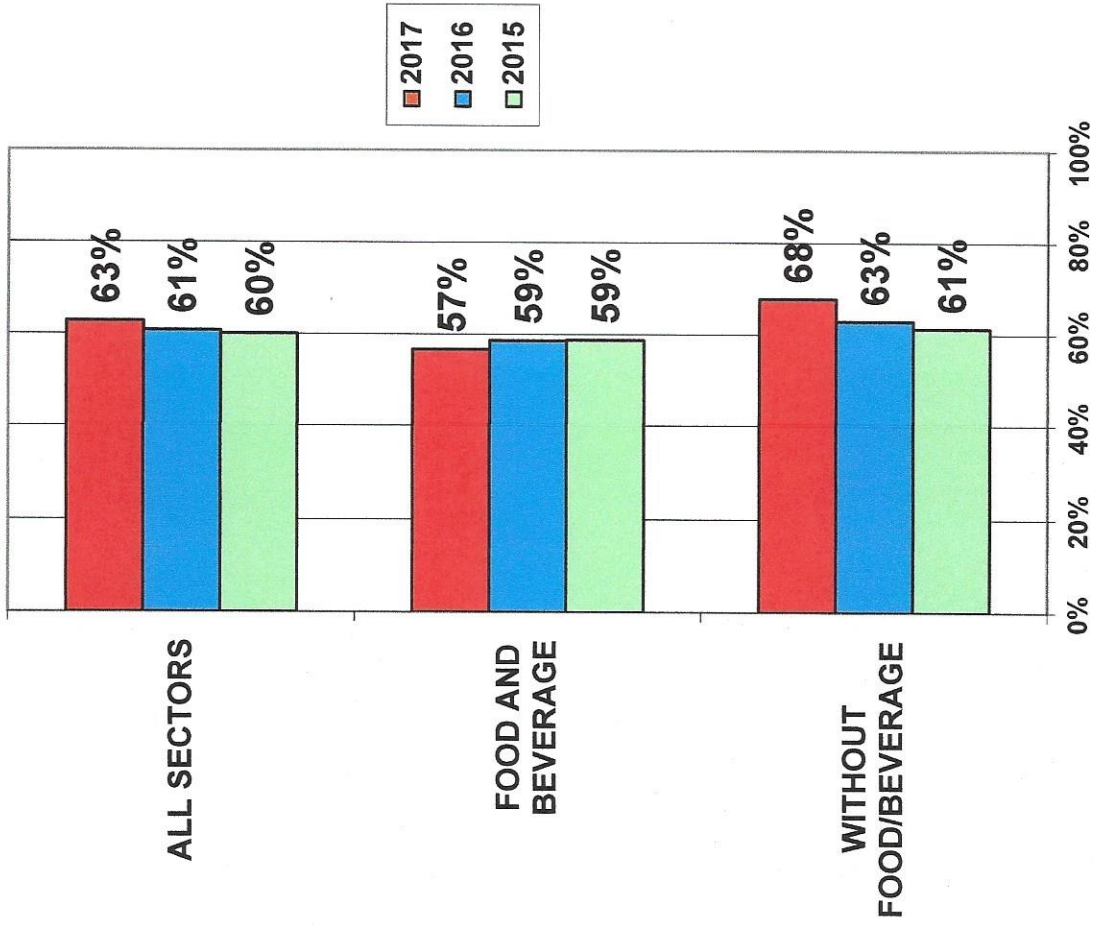
**VOLUSIA AVERAGE DAILY RATE
BY MEETING & CONVENTION FACILITIES
JANUARY 2015 - 2017**



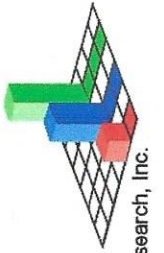
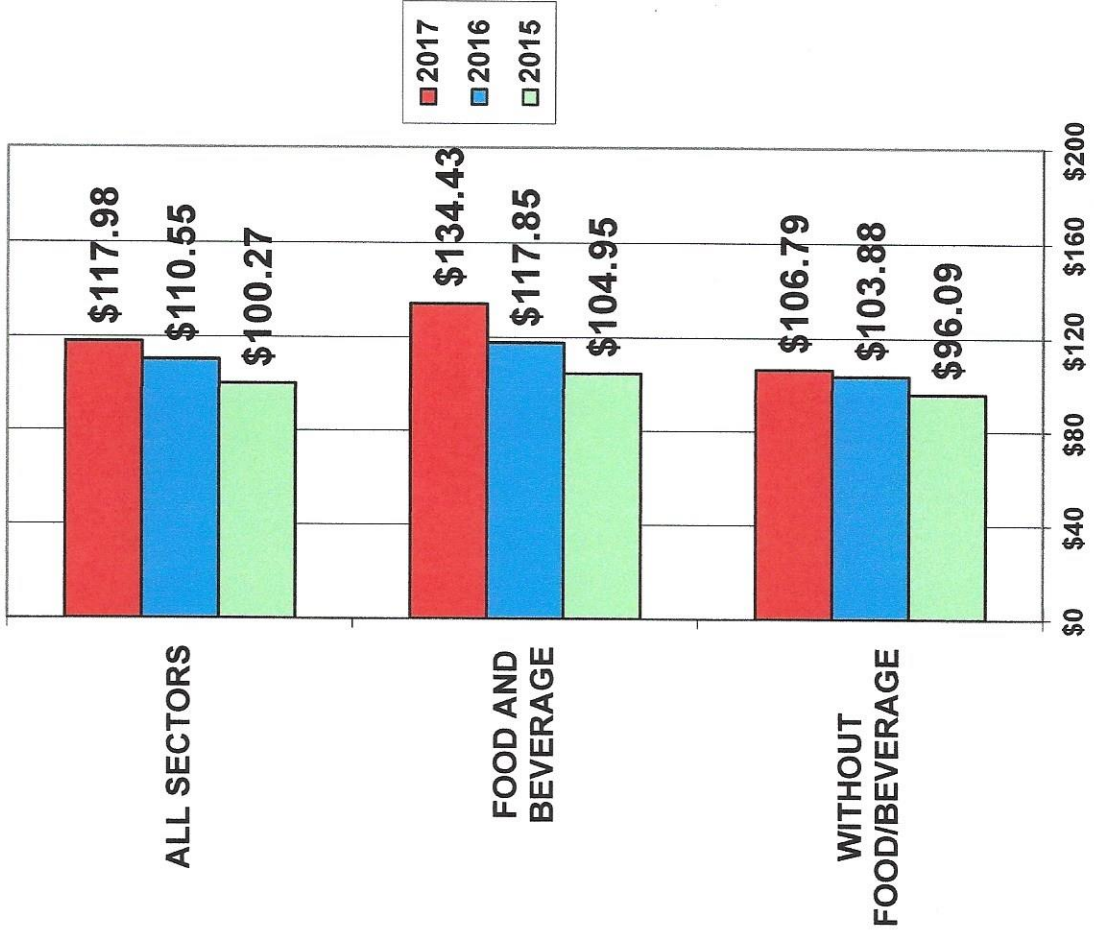
**VOLUSIA REV/PAR
BY MEETING & CONVENTION
FACILITIES - JANUARY 2015 - 2017**



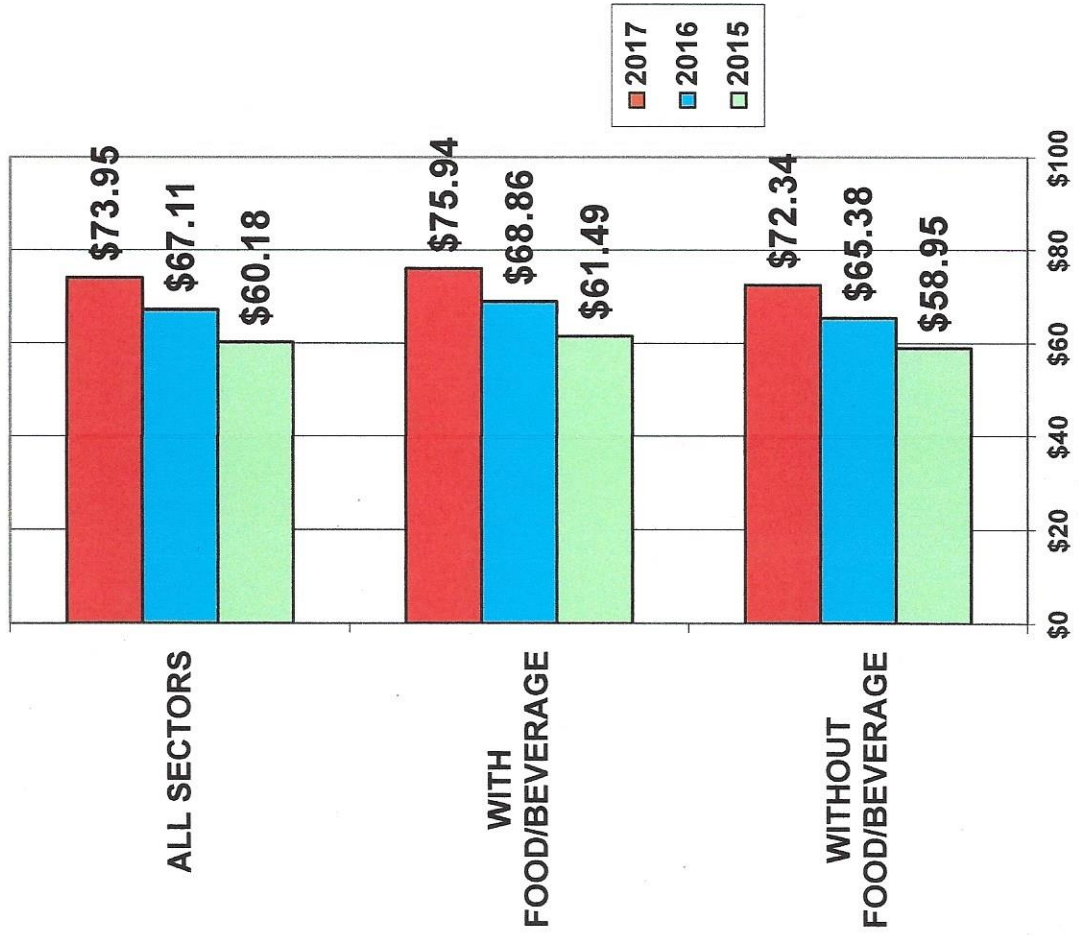
**VOLUSIA OCCUPANCY
BY FOOD AND/OR BEVERAGE
FACILITIES - JANUARY 2015 - 2017**



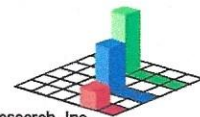
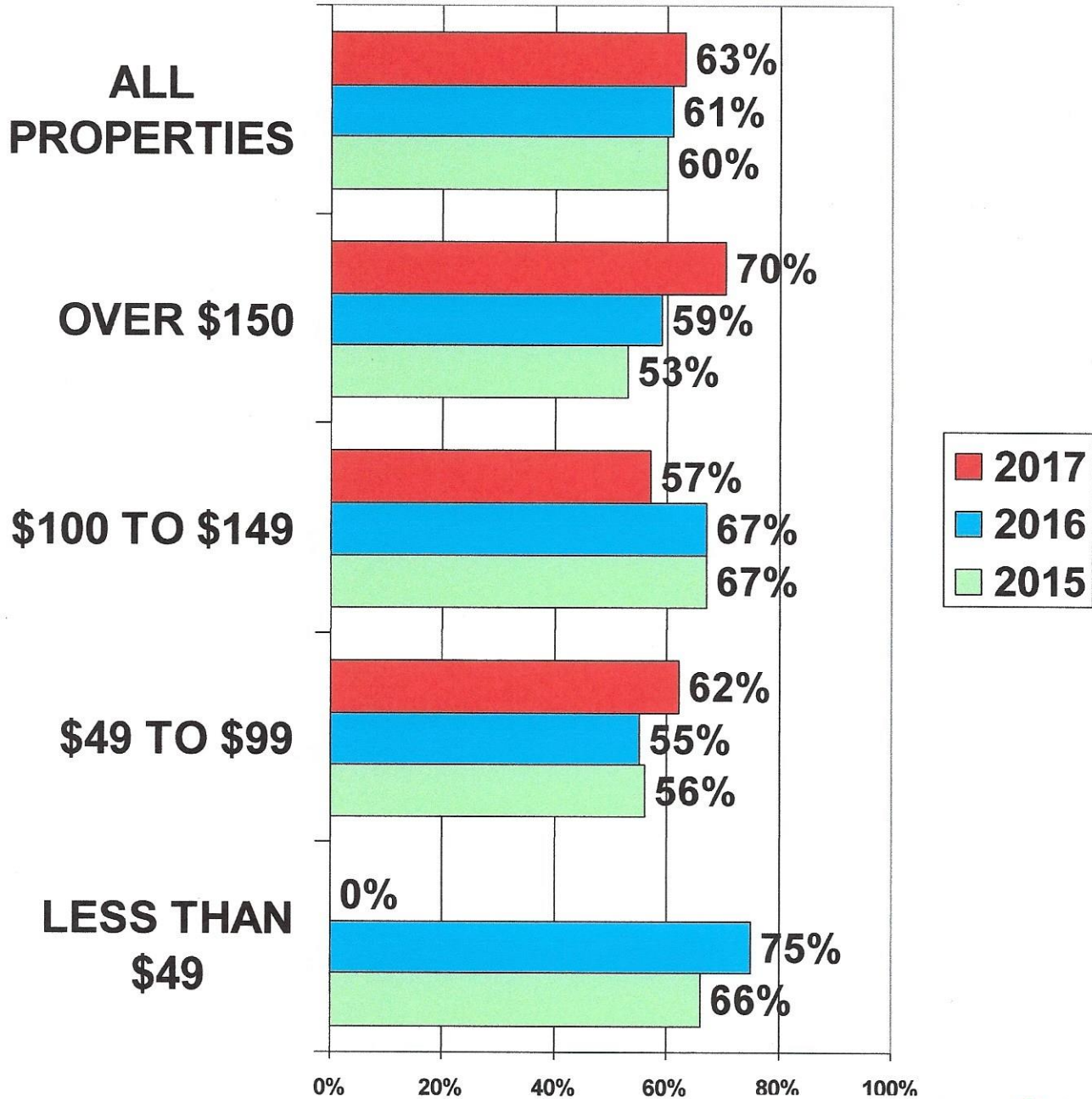
**VOLUSIA AVERAGE DAILY RATE
BY FOOD AND/OR BEVERAGE
FACILITIES - JANUARY 2015 - 2017**



**VOLUSIA REV/PAR
BY FOOD/BEVERAGE -
JANUARY 2015 - 2017**

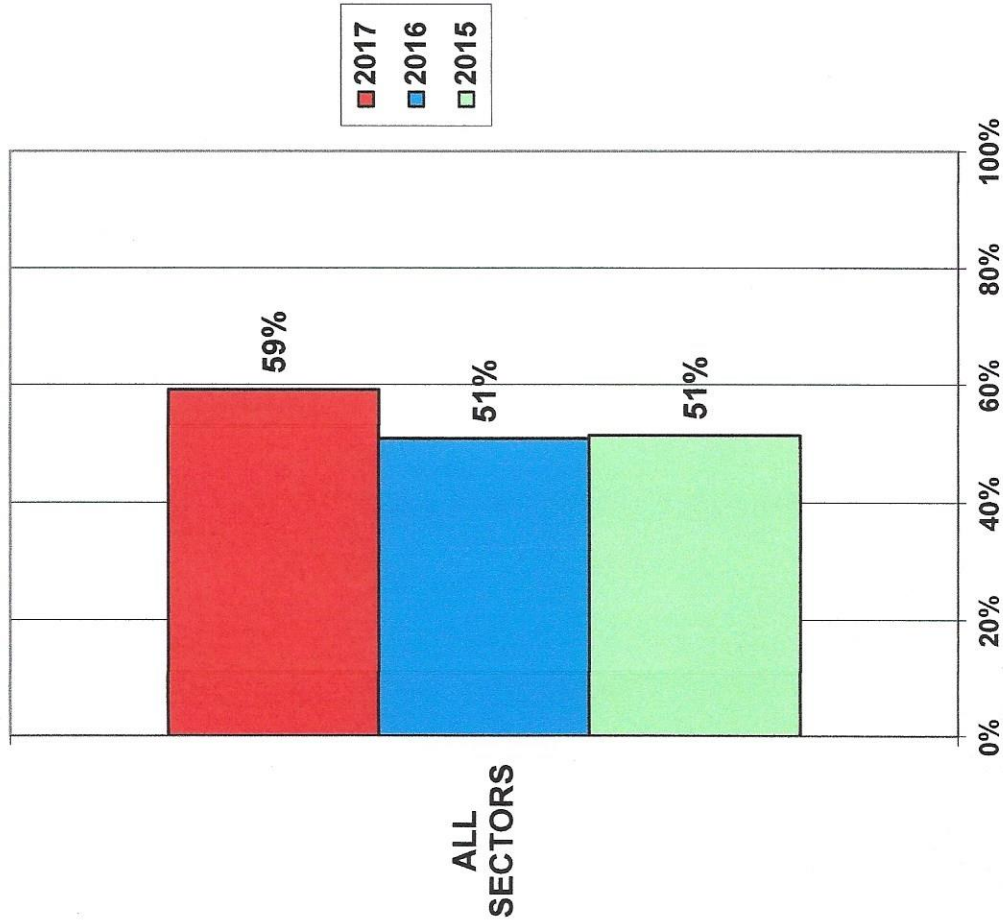


VOLUSIA HOTEL/MOTEL OCCUPANCY BY PRICE RANGE - JANUARY 2015 - 2017

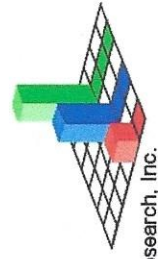
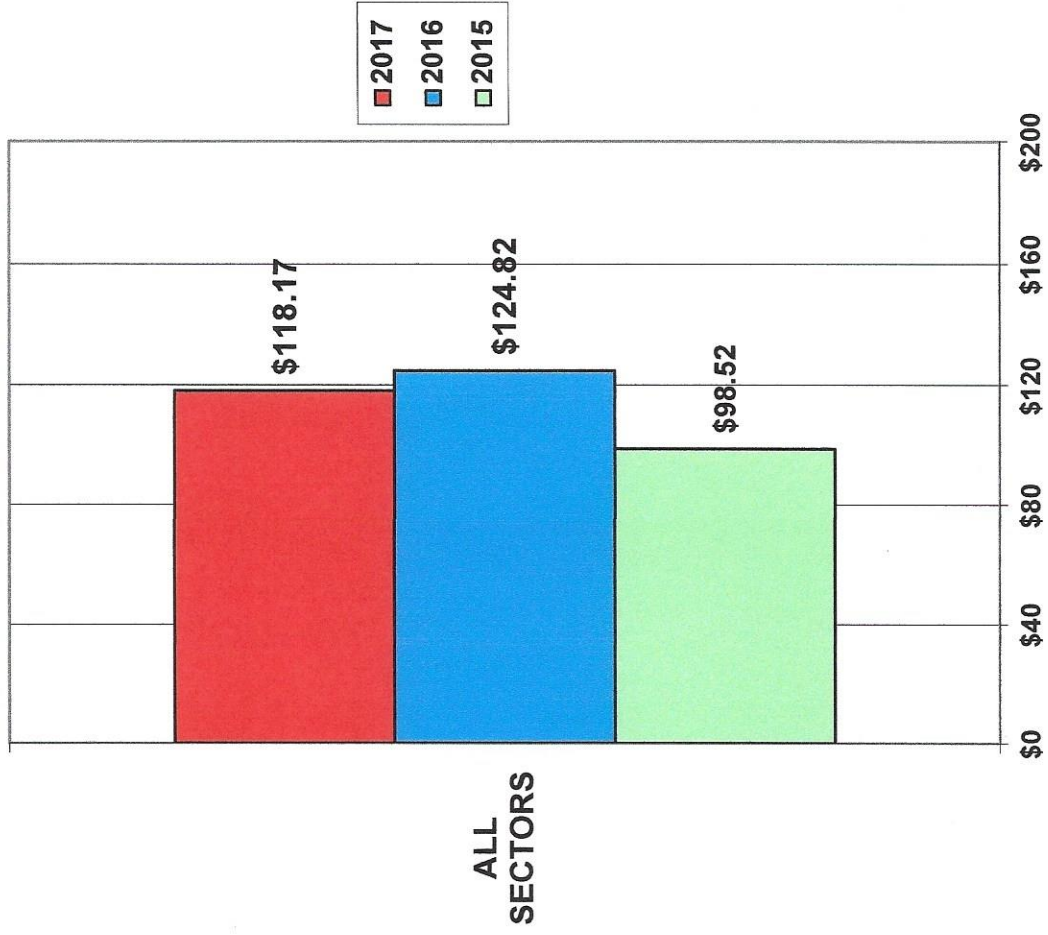


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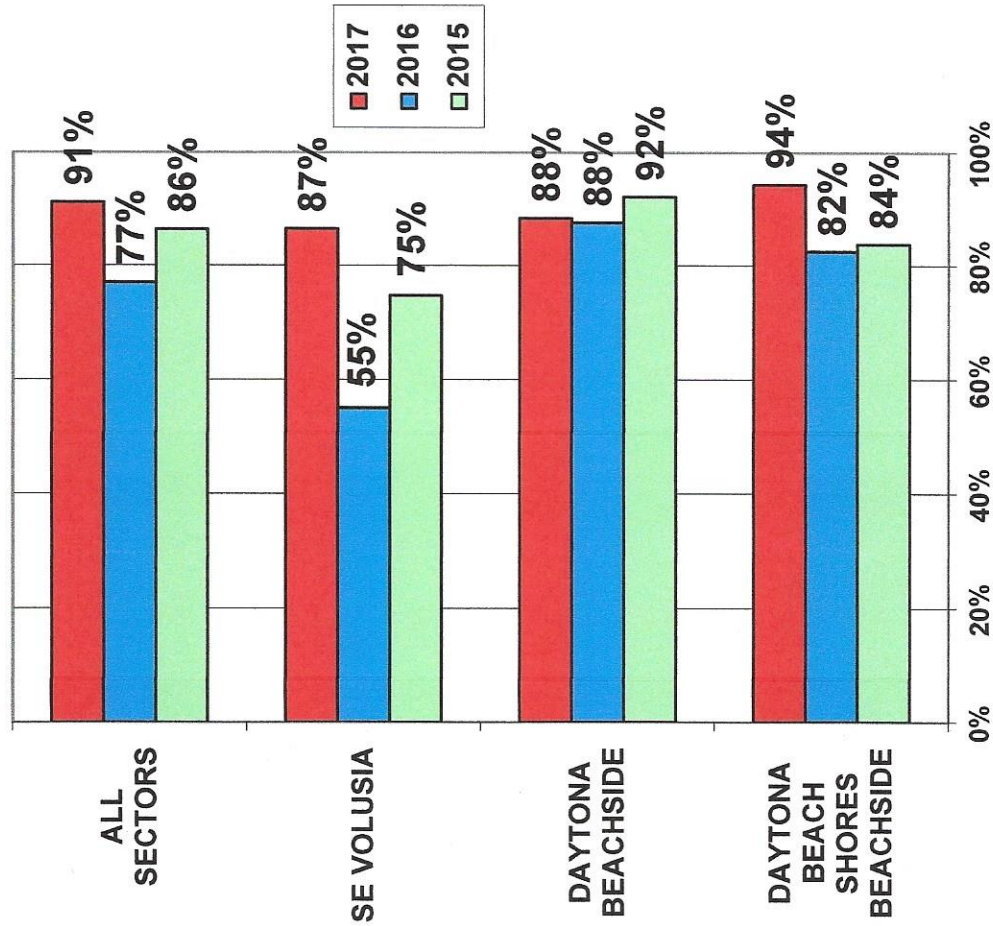
**VOLUSIA OCCUPANCY
BY CONDO/TIMESHARES -
JANUARY 2015 - 2017**



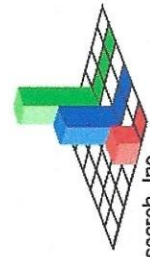
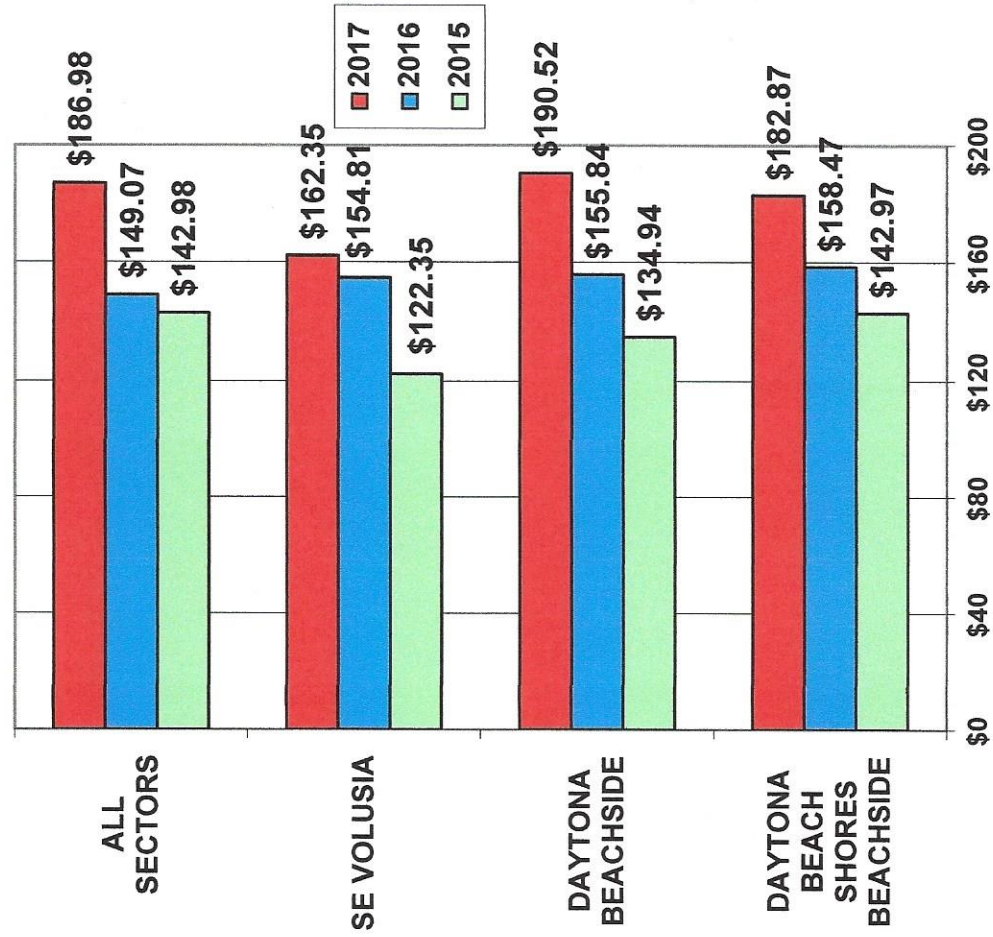
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BY CONDO/TIMESHARES -
JANUARY 2015 - 2017**



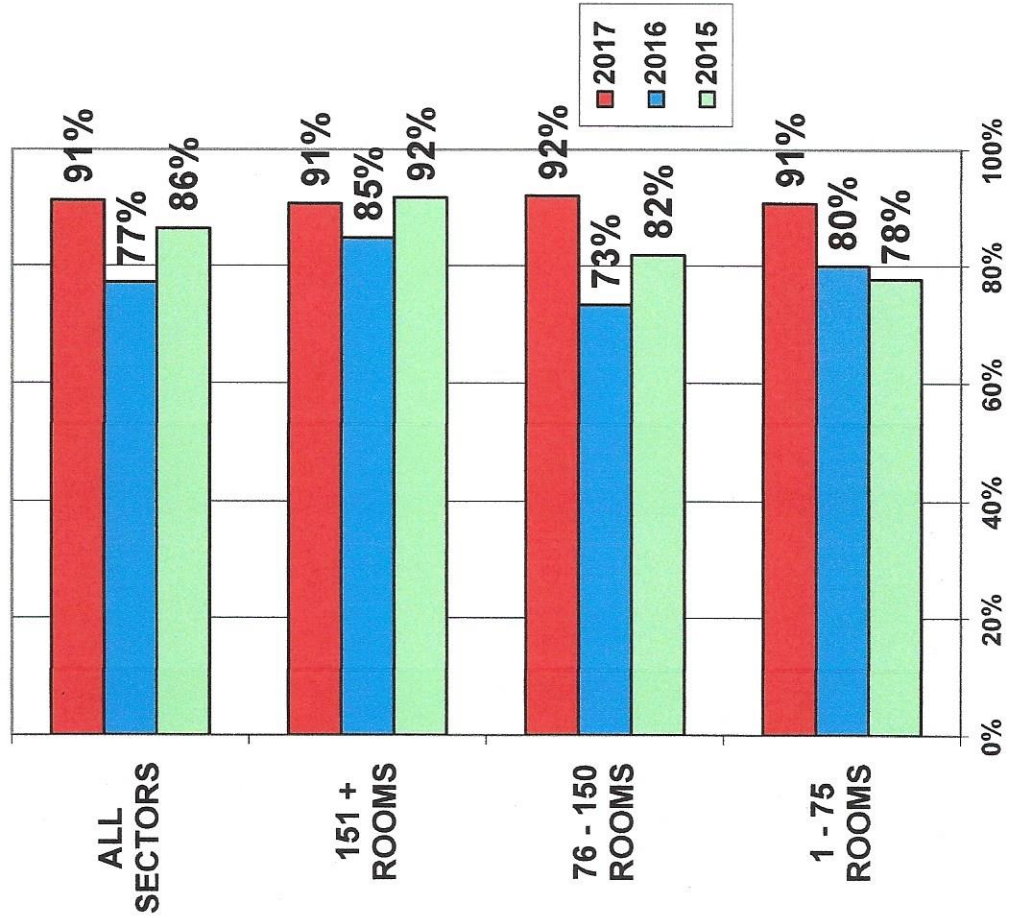
**VOLUSIA OCCUPANCY
BY AREA SECTORS -
ROLEX 24 HOURS 2015 - 2017**



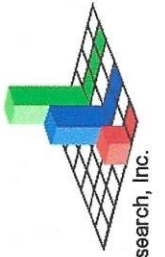
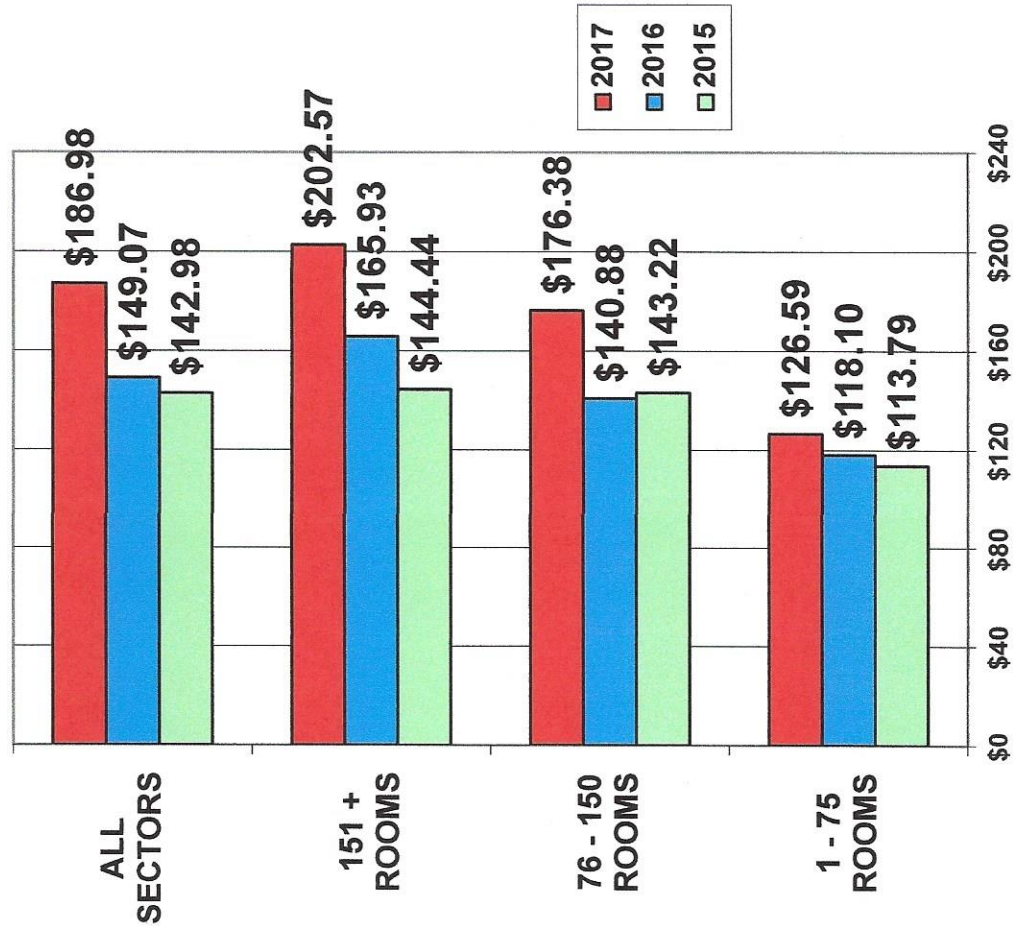
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ROLEX 24 HOURS 2015 - 2017**



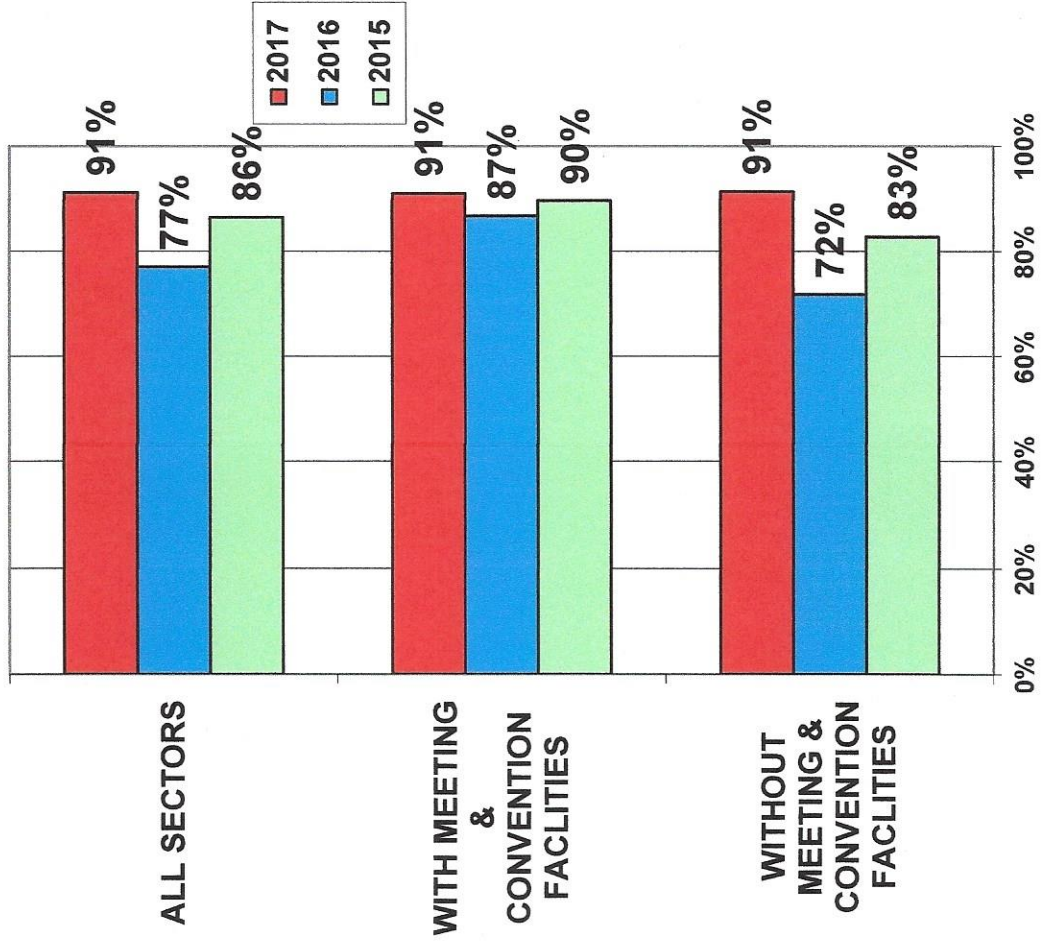
**VOLUSIA OCCUPANCY
BY PROPERTY SIZE -
ROLEX 24 HOURS 2015 - 2017**



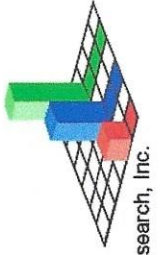
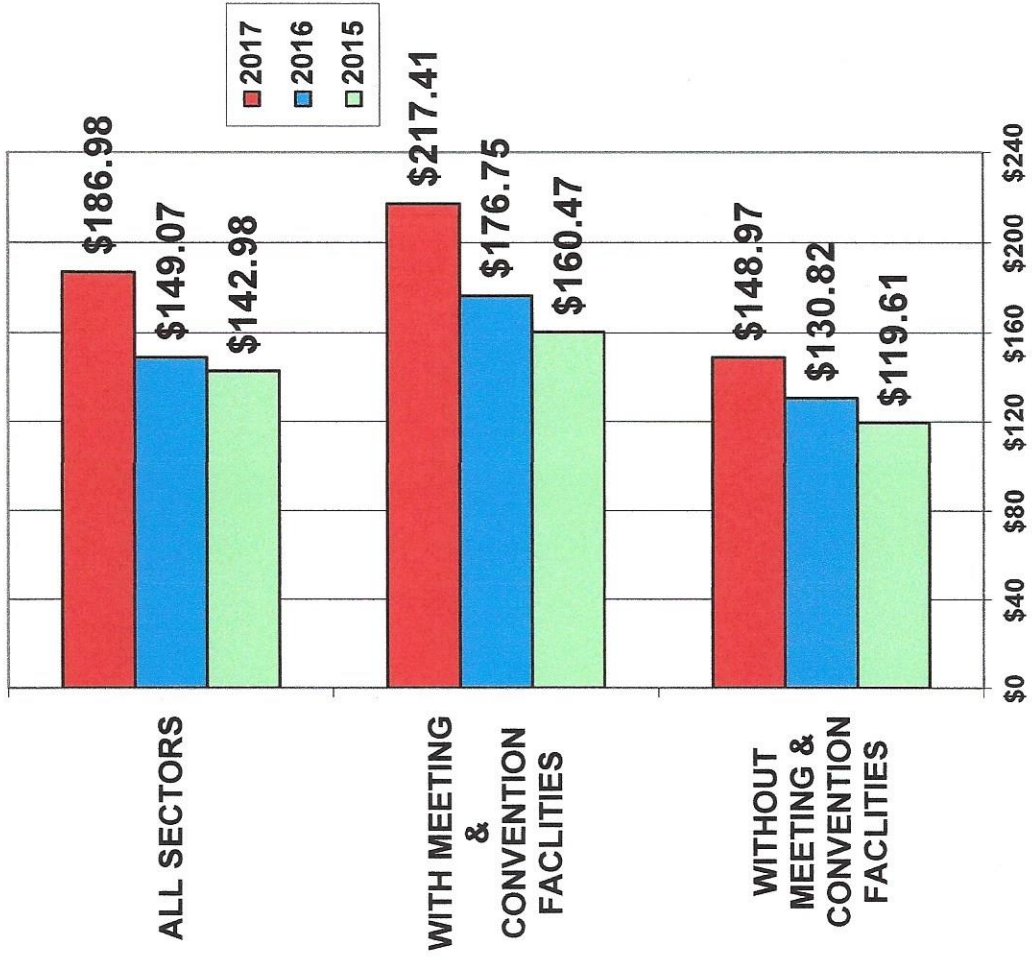
**VOLUSIA OCCUPANCY BY
PROPERTY SIZE -
ROLEX 24 HOURS 2015 - 2017**



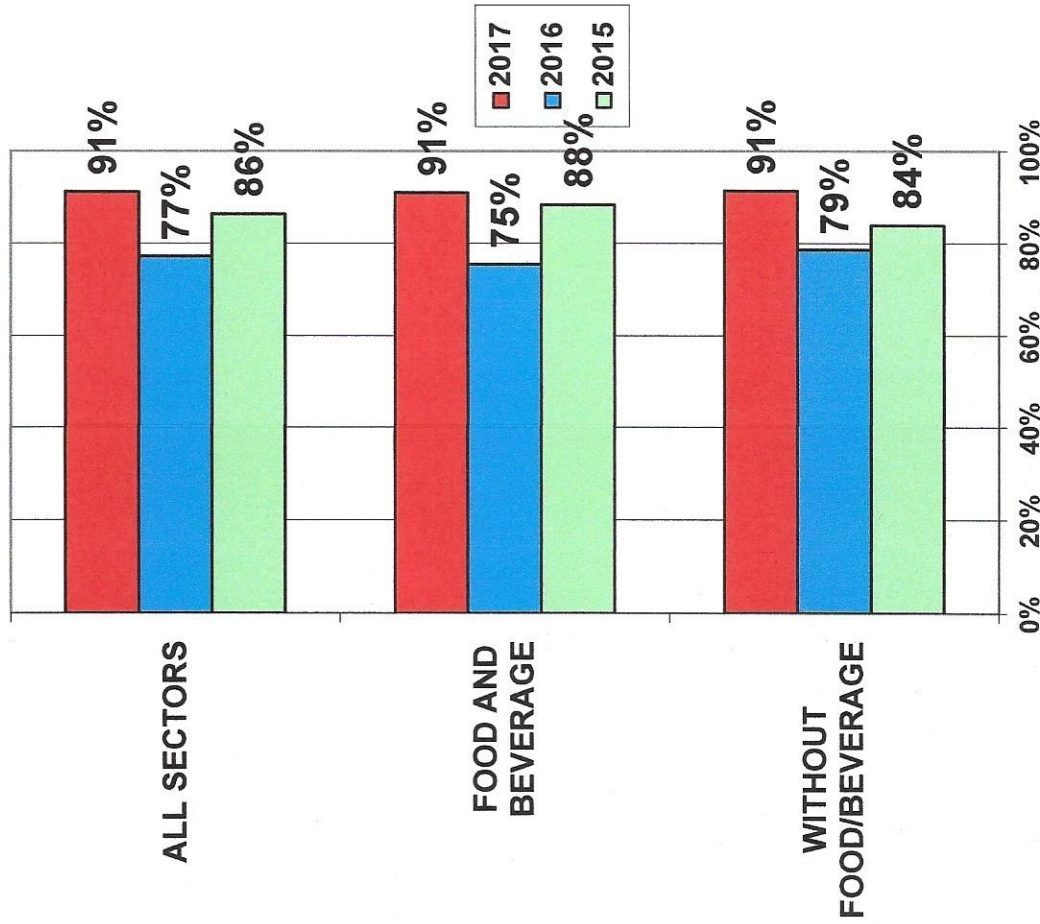
**VOLUSIA OCCUPANCY
BY MEETING & CONVENTION FACILITIES
ROLEX 24 HOURS 2015 - 2017**



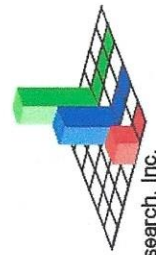
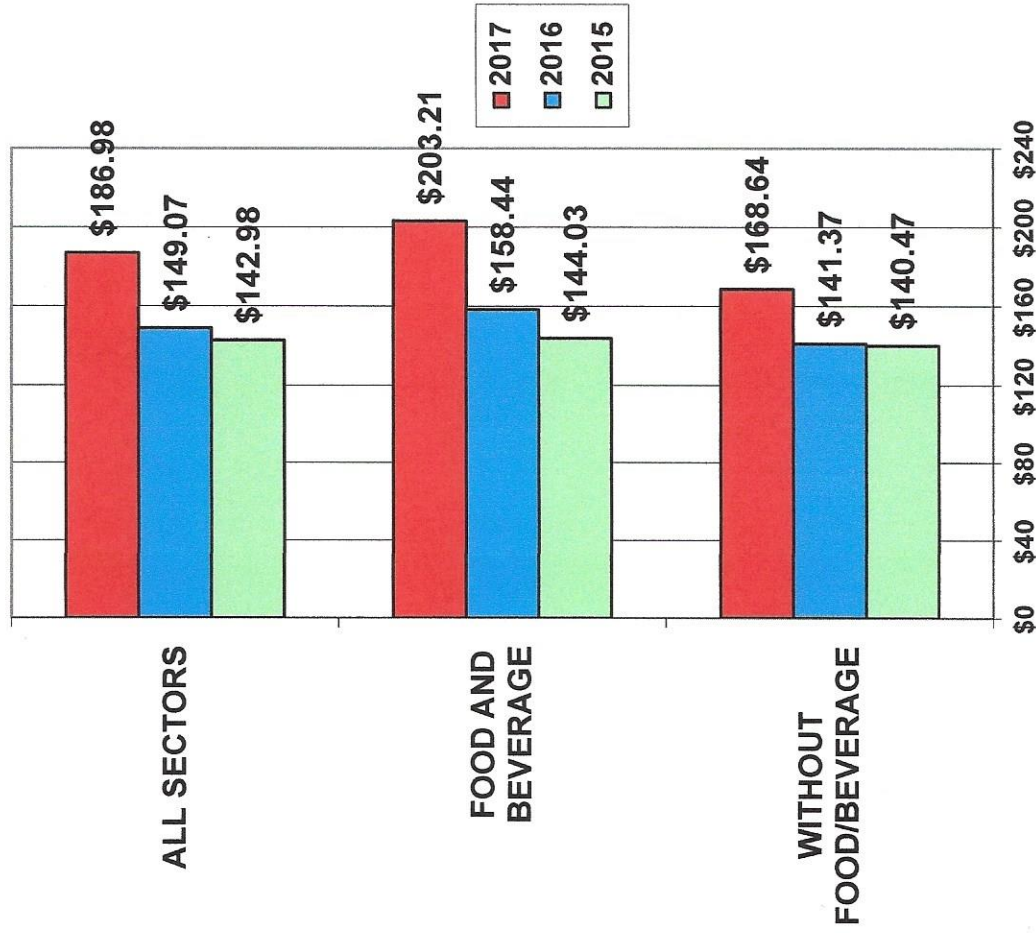
**VOLUSIA AVERAGE DAILY RATE BY
MEETING & CONVENTION FACILITIES
ROLEX 24 HOURS 2015 - 2017**



**VOLUSIA OCCUPANCY
BY FOOD AND BEVERAGE
ROLEX 24 HOURS 2015 - 2017**



**VOLUSIA AVERAGE DAILY RATE
BY FOOD AND BEVERAGE
ROLEX 24 HOURS 2015 - 2017**



**PARTICIPATING PROPERTIES
BY AREA SECTOR**

MONTHS REPORTING 2016

	<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													
ACAPULCO HOTEL & RESORT	133												CLOSED
BAHAMA HOUSE	95	X											
BEST WESTERN PLUS AKU TIKI	132	X											
EL CARIBE RESORT & CONF. CENTER	112	X											
HAMPTON DAYTONA SHORES OCEANFRONT	114	X											
HOLIDAY INN EXPRESS & SUITES	131												CLOSED
HYATT PLACE	143	X											
LEXINGTON INN & SUITES	101	X											
OCEAN COURT MOTEL	33	X											
OCEANSIDE INN	191	X											
PERRY'S OCEAN EDGE RESORT	200	X											
SHORES RESORT & SPA	212	X											
SUN VIKING LODGE	91	X											
DAYTONA BEACHSIDE													
BEST WESTERN DAYTONA INN	96	X											
DAYTONA BEACH REGENCY	98												CLOSED
DAYTONA BEACH RESORT	303	X											
HILTON DAYTONA BEACH RESORT	742	X											
HOLIDAY INN HOTEL ON THE OCEAN	123	X											
HOLIDAY INN RESORT DAYTONA	187	X											
LA PLAYA RESORT	238												CLOSED
NAUTILUS INN	90	X											
OCEAN BREEZE CLUB HOTEL	206	X											
PLAZA RESORT & SPA	322	X											
SILVER BEACH CLUB	74												CLOSED
THE VILLA BED AND BREAKFAST	4	X											
WYNDHAM OCEAN WALK	127	X											



**PARTICIPATING PROPERTIES
BY AREA SECTOR**

MONTHS REPORTING 2016

	<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											
CORAL SANDS OCEAN FRONT	102								CLOSED				
COVE ON ORMOND BEACH	112								CLOSED				
MAKAI BEACH LODGE	109												
HIGHWAY I-95 INTERSECTIONS													
BEST WESTERN SPEEDWAY	151	X											
*COUNTRY INN & SUITES PORT ORANGE	87	X											
HAMPTON INN - ORMOND BEACH	84												
HOWARD JOHNSON DESTINATION DAYTONA	79	X											
SLEEP INN	82	X											
AIRPORT/SPEEDWAY DISTRICT													
DAYTONA BEACH COURTYARD	122	X											
DAYTONA BEACH RESIDENCE INN	122	X											
HAMPTON INN AIRPORT	122	X											
HILTON GARDEN INN D B AIRPORT	115	X											
HOMEWOOD SUITES	94	X											
QUALITY INN DAYTONA	64	X											
WEST VOLUSIA													
ALLING HOUSE BED AND BREAKFAST ORANGE CITY	8	X											
ARTISAN DOWNTOWN	8	X											
DAYS INN ORANGE CITY	37	X											
HAMPTON INN DEBARY	76	X											
HAMPTON INN DELAND	112	X											
HONTOON LANDING	18	X											
SE VOLUSIA													
BEST WESTERN HOTEL	101	X											
COASTAL WATERS INN	40	X											
*COUNTRY INN & SUITES PORT ORANGE	87	X											
HAMPTON INN	112	X											
INN ON THE AVENUE	6	X											
OCEAN TRILLIUM SUITES	32	X											

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

