

Memo

To: HAAA
From: Evelyn Fine
Date: February 27, 2018
Subject: January 2018 Occupancy & Average Daily Rate Report

Overall Daytona Beach Area Occupancy decreased about 6%, to 58% in January 2018 from 62% in January 2017.

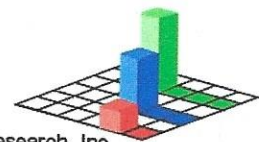
The Daytona Beach Area Average Daily Rate increased about 6%, to \$ 123.38 in January 2018 from \$ 116.51 in January 2017.

The Daytona Beach Area Revenue per Available Room decreased about 1%, to \$ 72.10 in January 2018 from \$ 72.91 in January 2017.

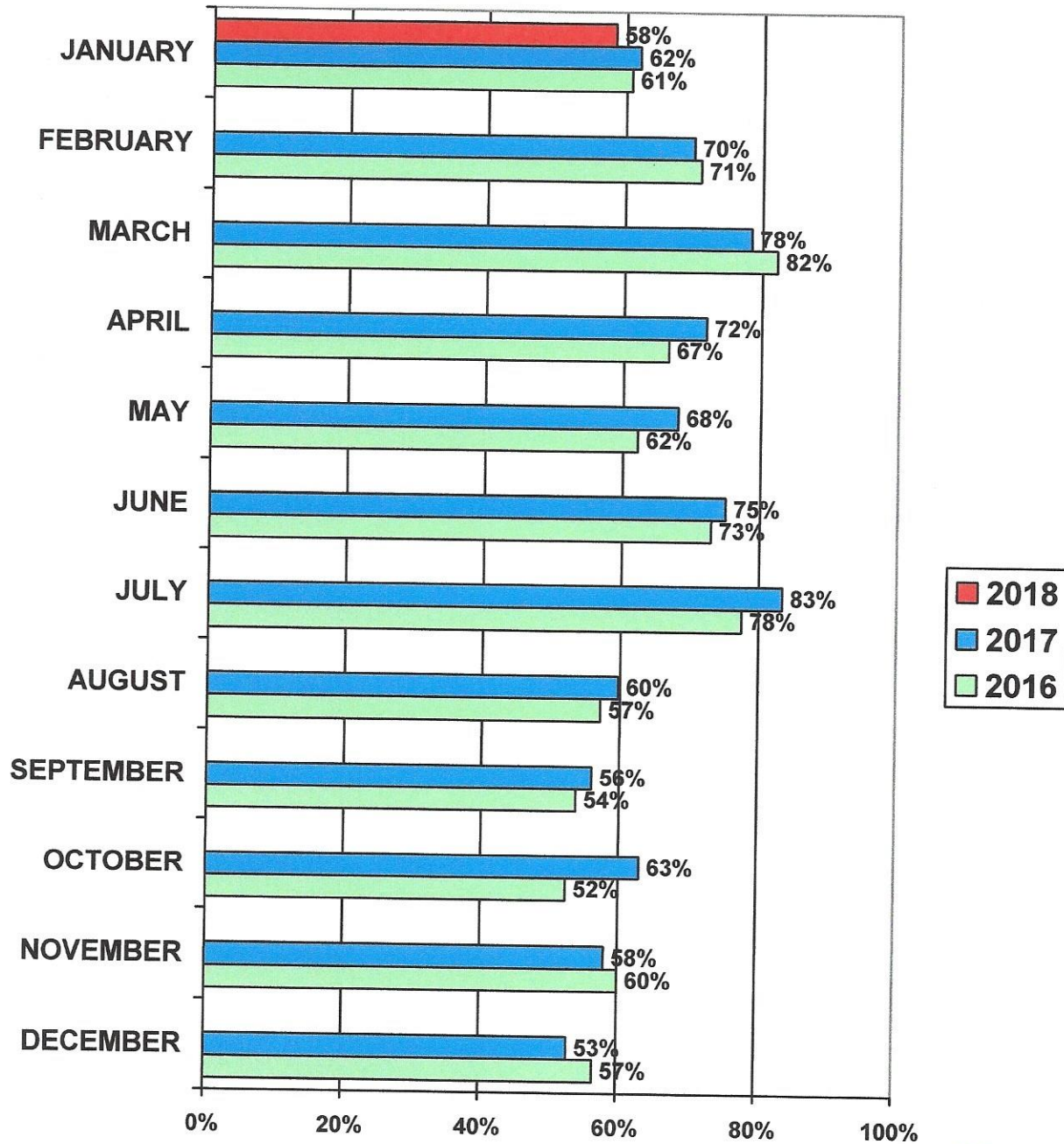
Trip Advisor continued to separate the Daytona Beach Shores Area lodging from the Daytona Beach Area, making it difficult to find hotel rooms unless specifically searching for DB Shores.

The Rolex 24 was held during January, along with dance competition participants. We also experienced colder and rainier weather during the month but fewer hotel rooms (as a result of Hurricane Matthew) helped result in higher average daily rates for the available hotels.

EF/LK



DAYTONA BEACH HOTEL/MOTEL OCCUPANCY 2016 - 2018



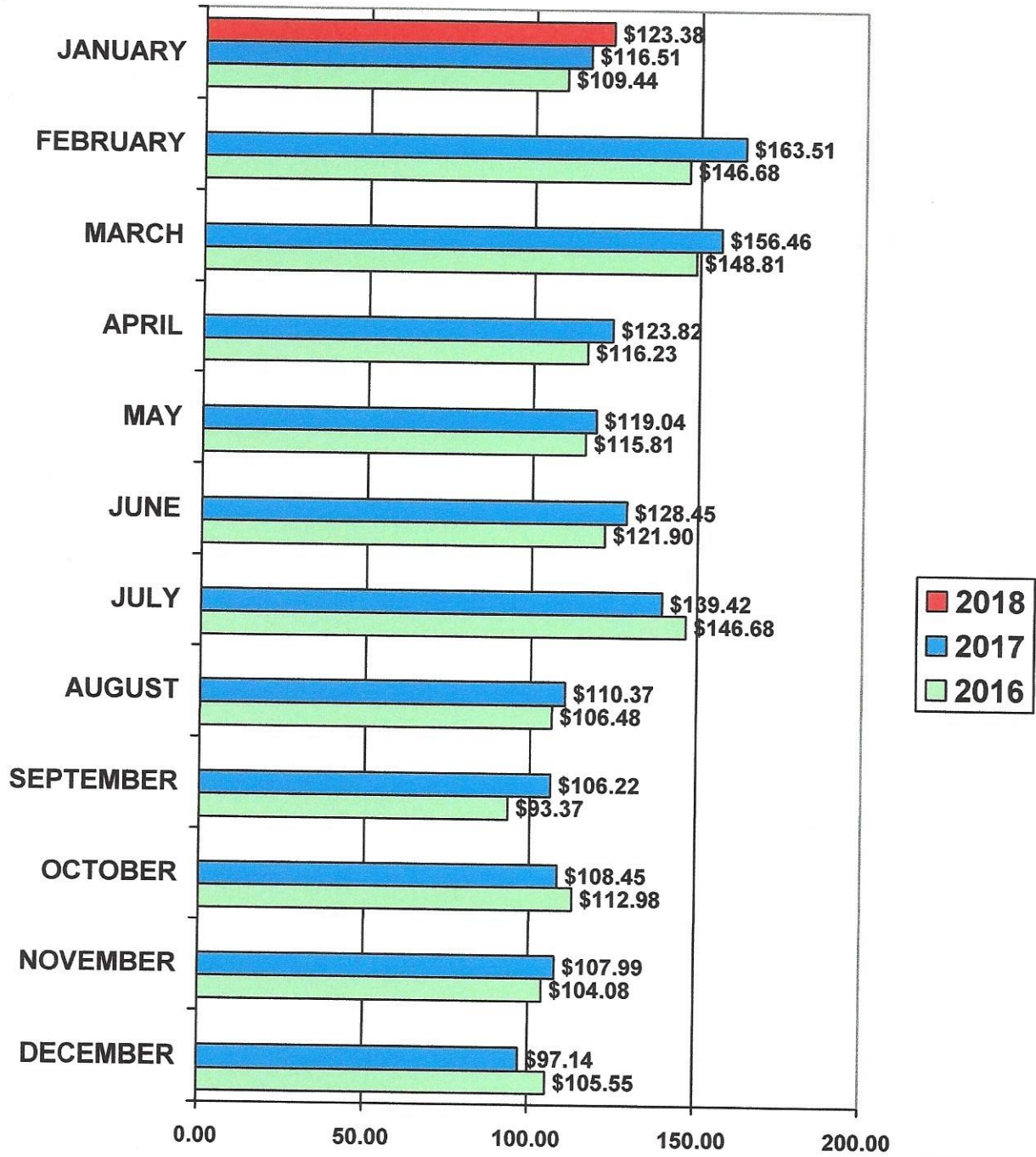
2018 YTD AVG. 58%
2017 YTD AVG. 62%
2016 YTD AVG. 61%

JANUARY 2018 HIGH 92%
JANUARY 2018 LOW 7%

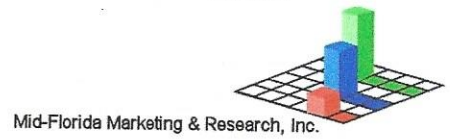
Mid-Florida Marketing & Research, Inc.



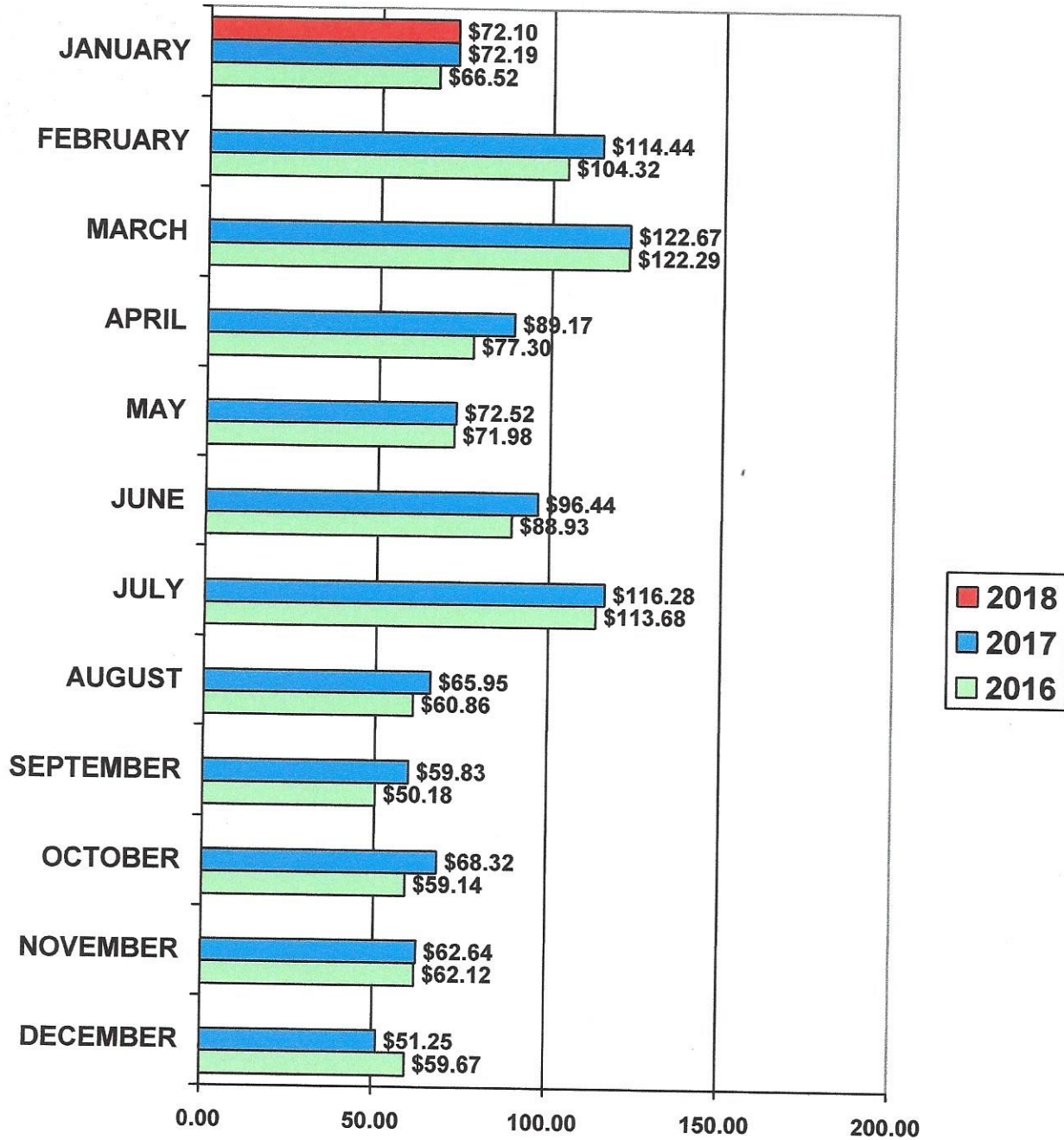
DAYTONA BEACH HOTEL/MOTEL AVERAGE DAILY RATE 2016 - 2018



2018 YTD AVG. \$123.38 JANUARY 2018 HIGH \$190.30
 2017 YTD AVG. \$116.56 JANUARY 2018 LOW \$ 47.62
 2016 YTD AVG. \$109.44

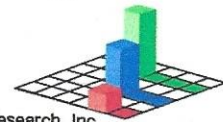


DAYTONA BEACH HOTEL/MOTEL REV PAR BY MONTH 2016 - 2018

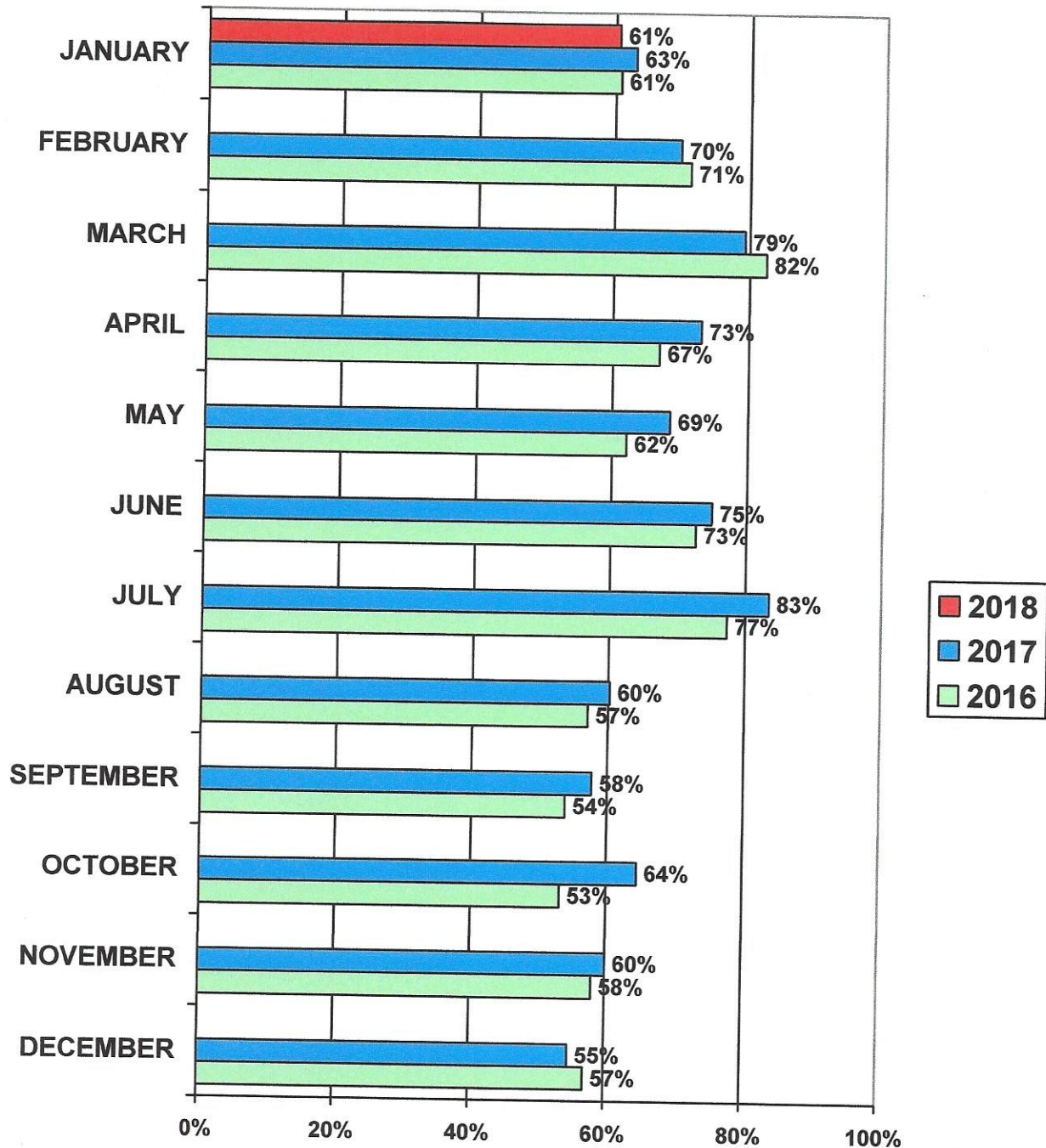


2018 YTD AVG. \$ 72.10
 2017 YTD AVG. \$ 72.19
 2016 YTD AVG. \$ 66.52

Mid-Florida Marketing & Research, Inc.



VOLUSIA HOTEL/MOTEL OCCUPANCY 2016 - 2018

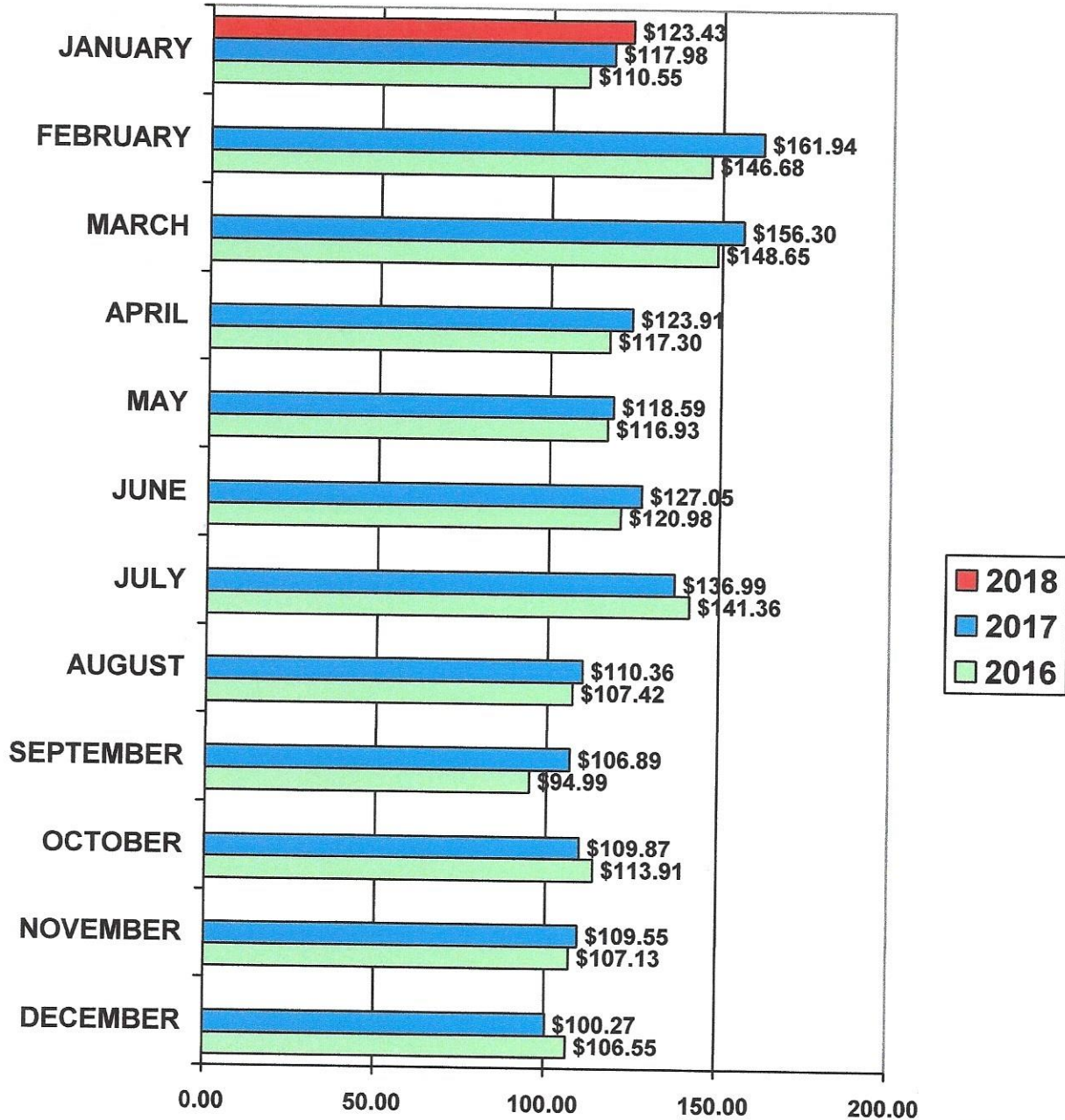


2018 YTD AVG. 67% JANUARY 2018 HIGH 92%
 2017 YTD AVG. 66% JANUARY 2018 LOW 7%
 2016 YTD AVG. 64%

Mid-Florida Marketing & Research, Inc.

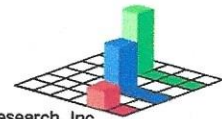


VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2016 - 2018

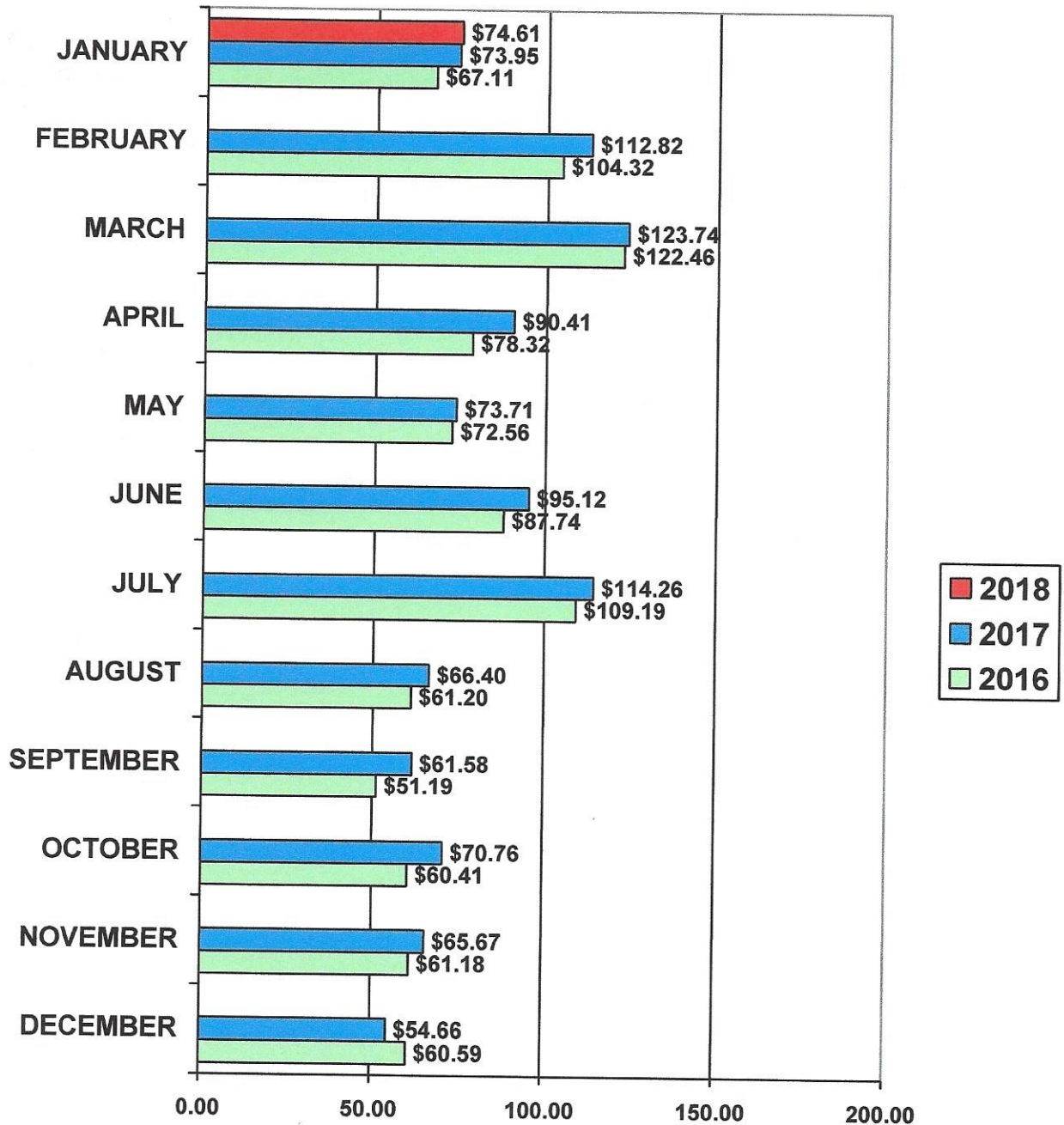


2018 YTD AVG. \$123.43 JANUARY 2018 HIGH \$190.30
 2017 YTD AVG. \$117.98 JANUARY 2018 LOW \$ 47.62
 2016 YTD AVG. \$110.55

Mid-Florida Marketing & Research, Inc.

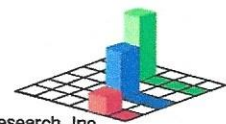


VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2016 - 2018

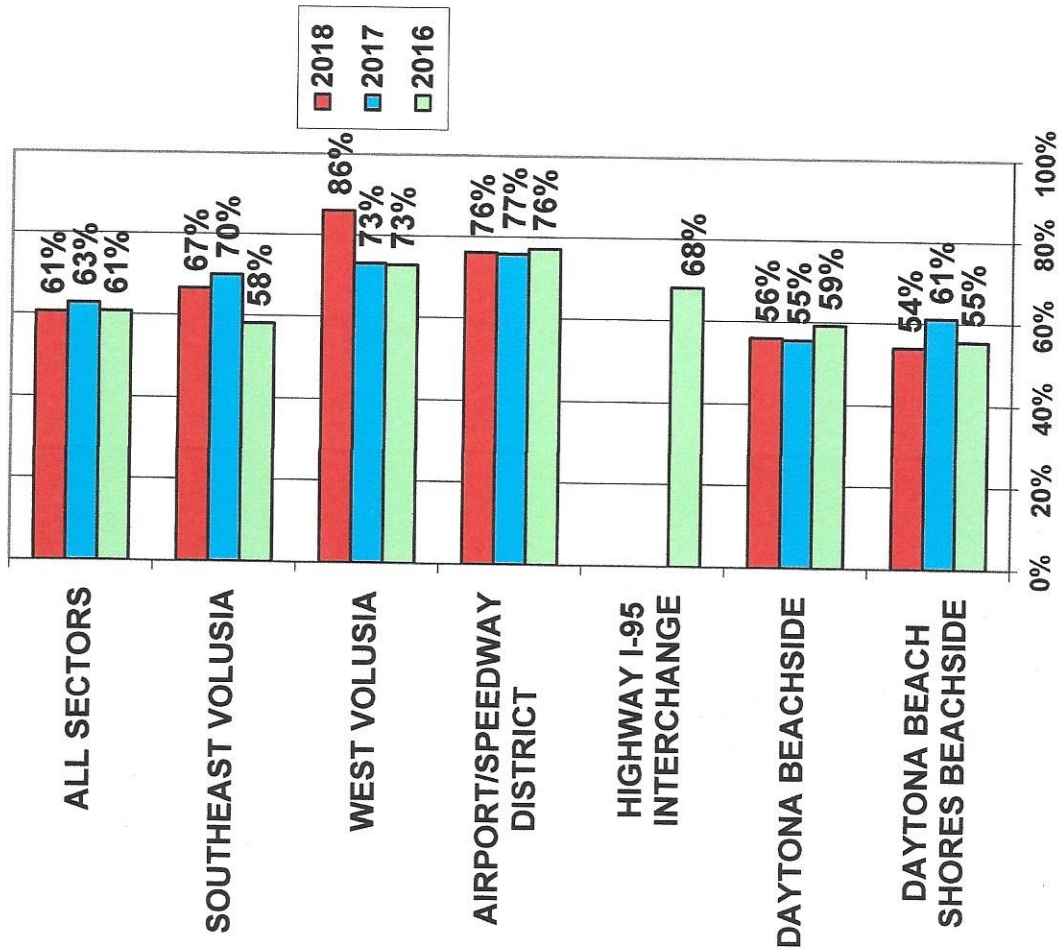


2018 YTD AVG. \$ 74.61
2017 YTD AVG. \$ 73.95
2016 YTD AVG. \$ 67.11

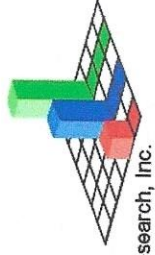
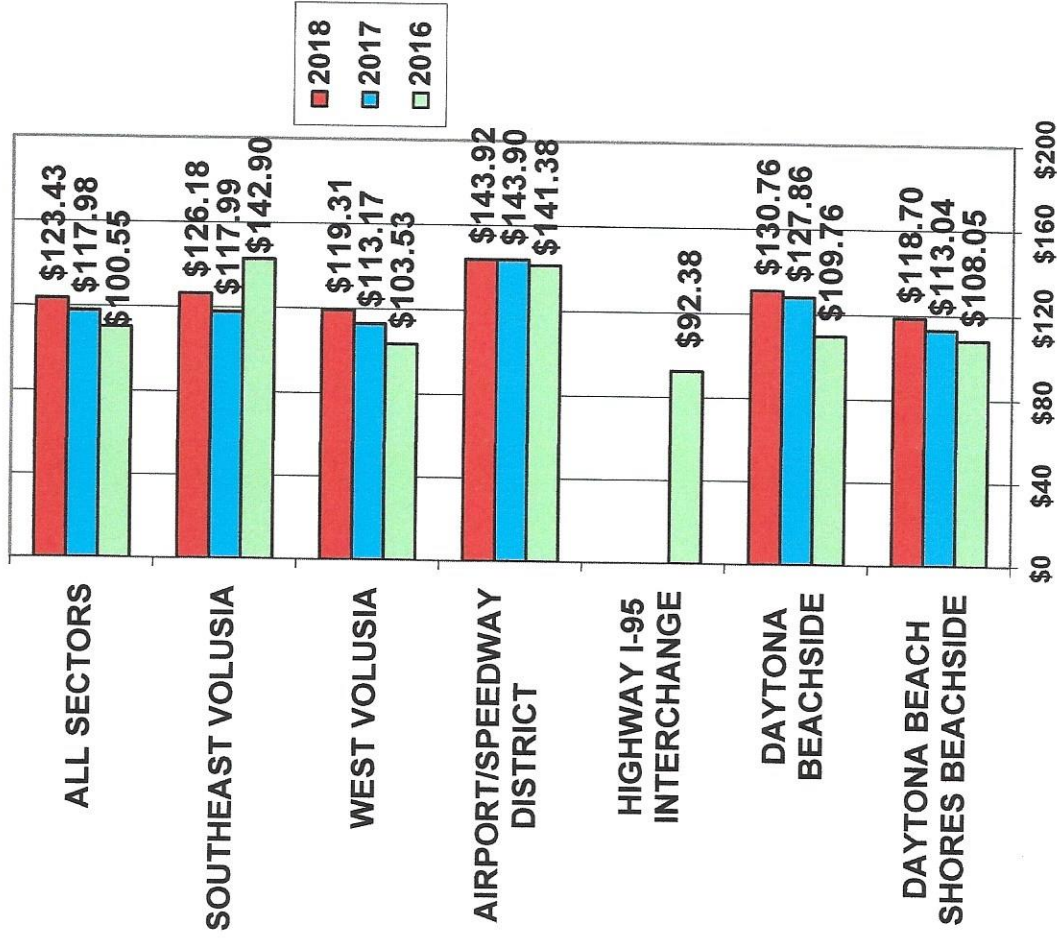
Mid-Florida Marketing & Research, Inc.



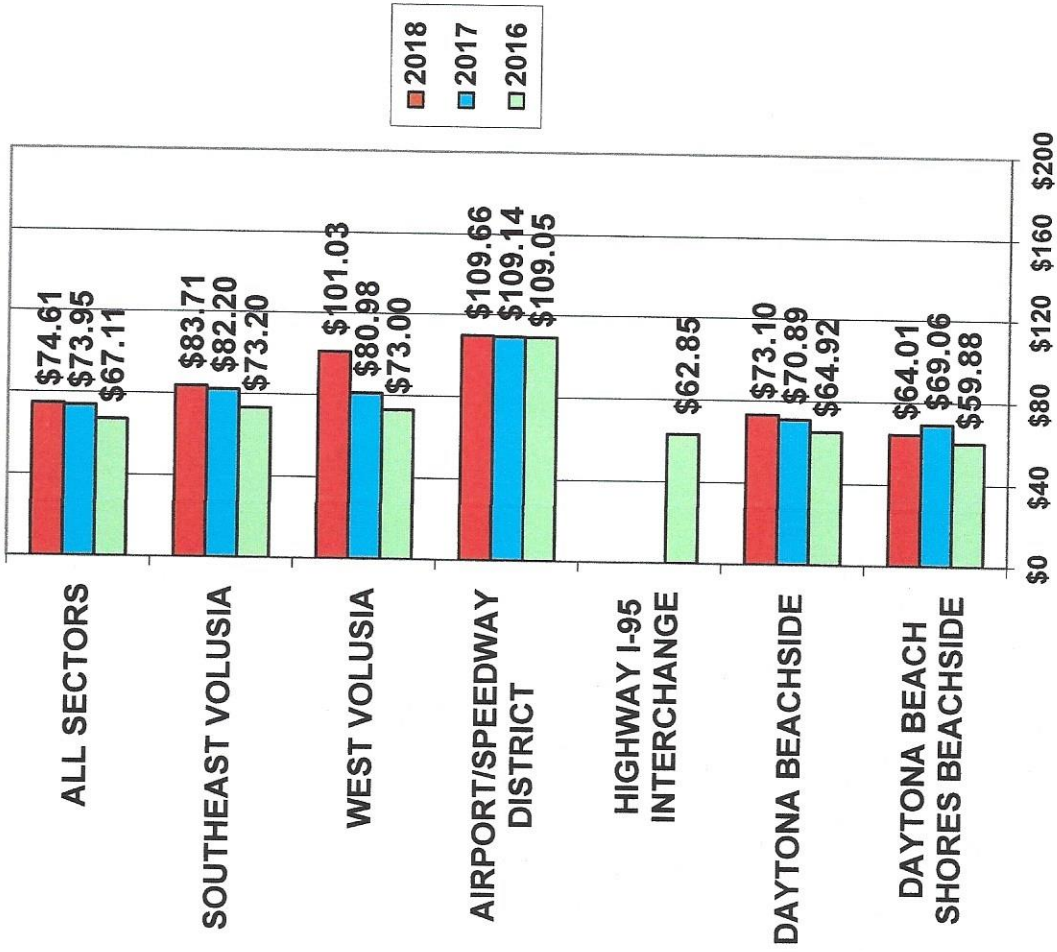
**VOLUSIA OCCUPANCY BY
AREA SECTORS -
JANUARY 2016 - 2018**



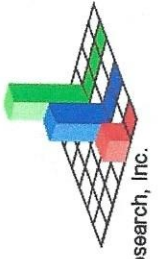
**VOLUSIA AVERAGE DAILY RATE BY
AREA SECTORS -
JANUARY 2016 - 2018**



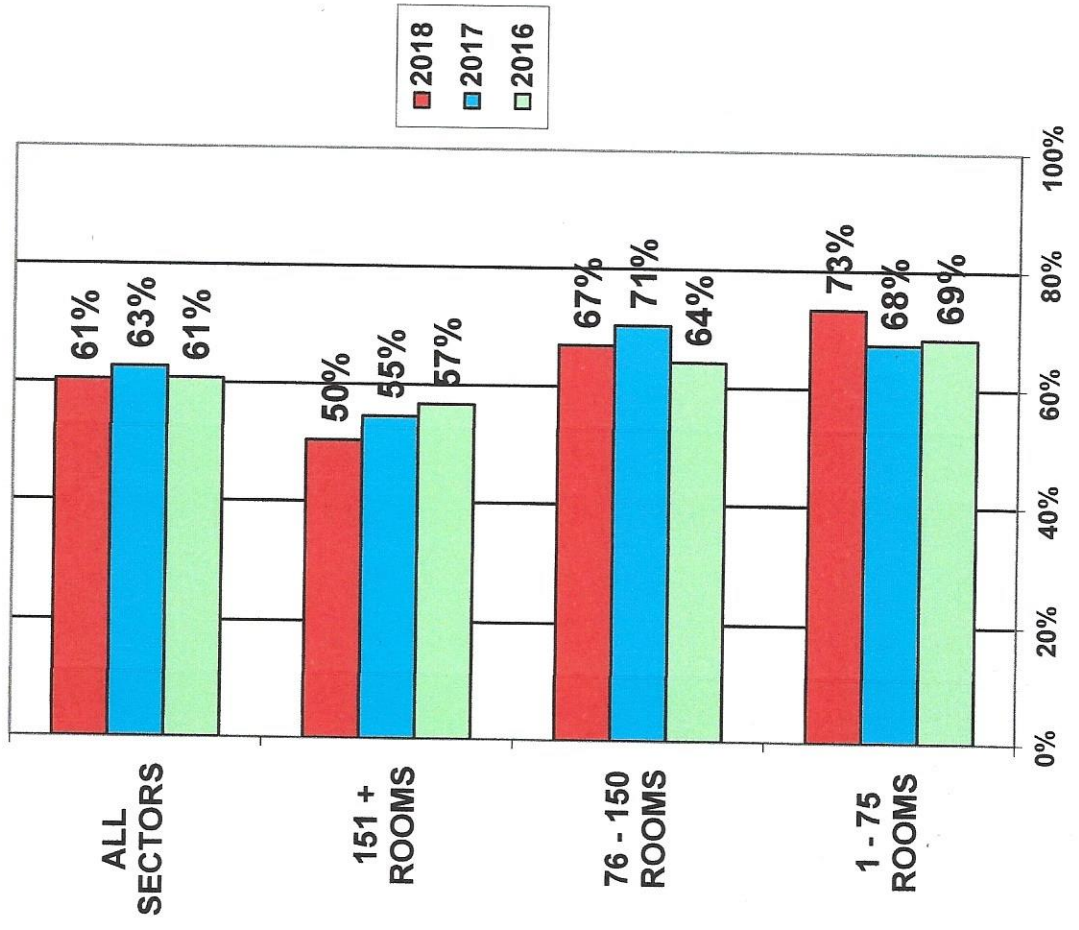
**VOLUSIA REV PAR BY
AREA SECTORS -
JANUARY 2016 - 2018**



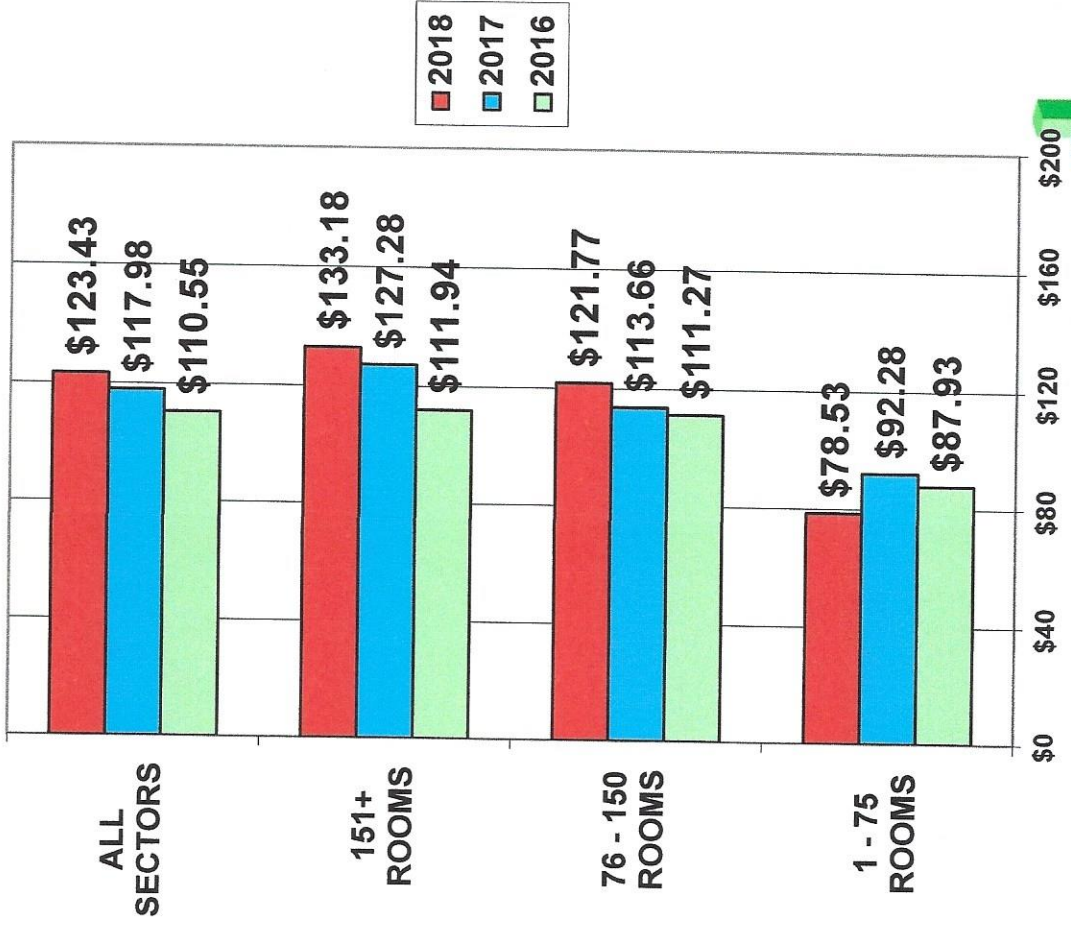
AREA SECTORS WITH FEWER THAN FIVE
PROPERTIES REPORTING ARE NOT INCLUDED.



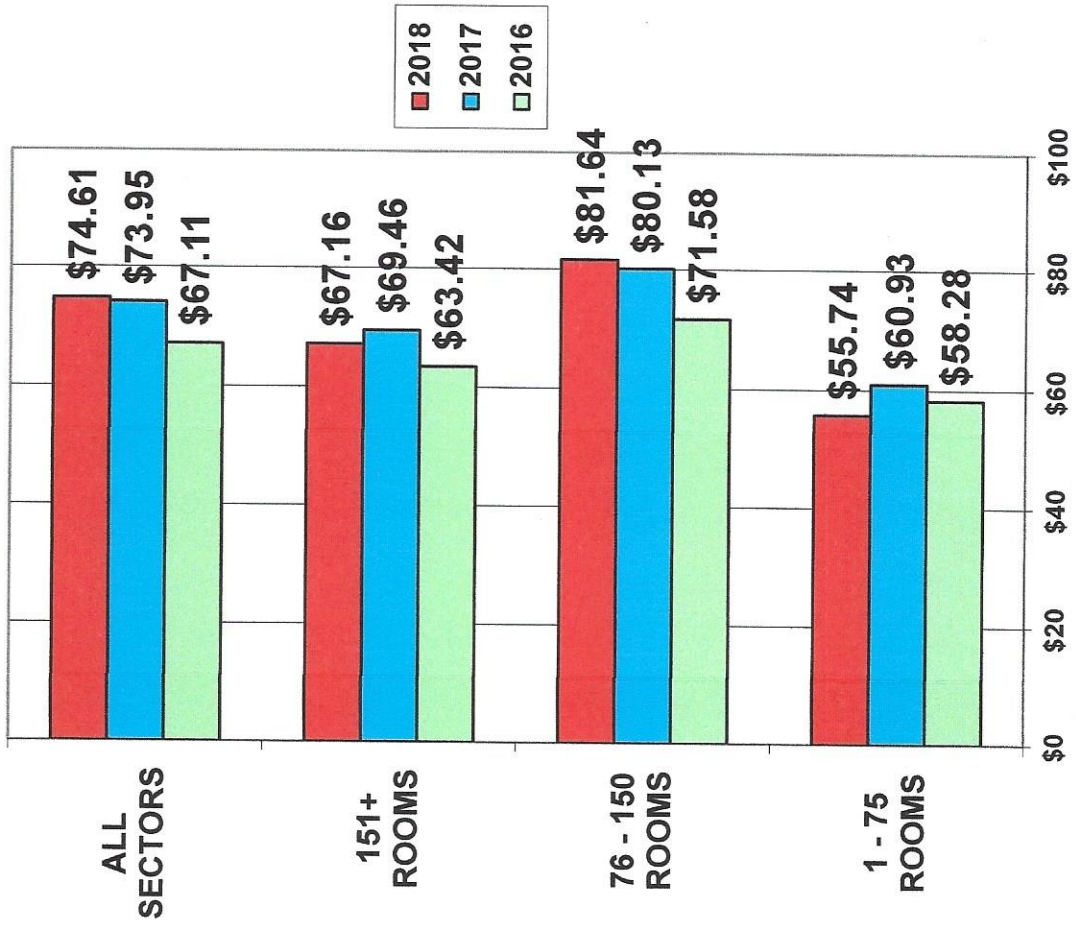
**VOLUSIA OCCUPANCY
BY PROPERTY SIZE -
JANUARY 2016 - 2018**



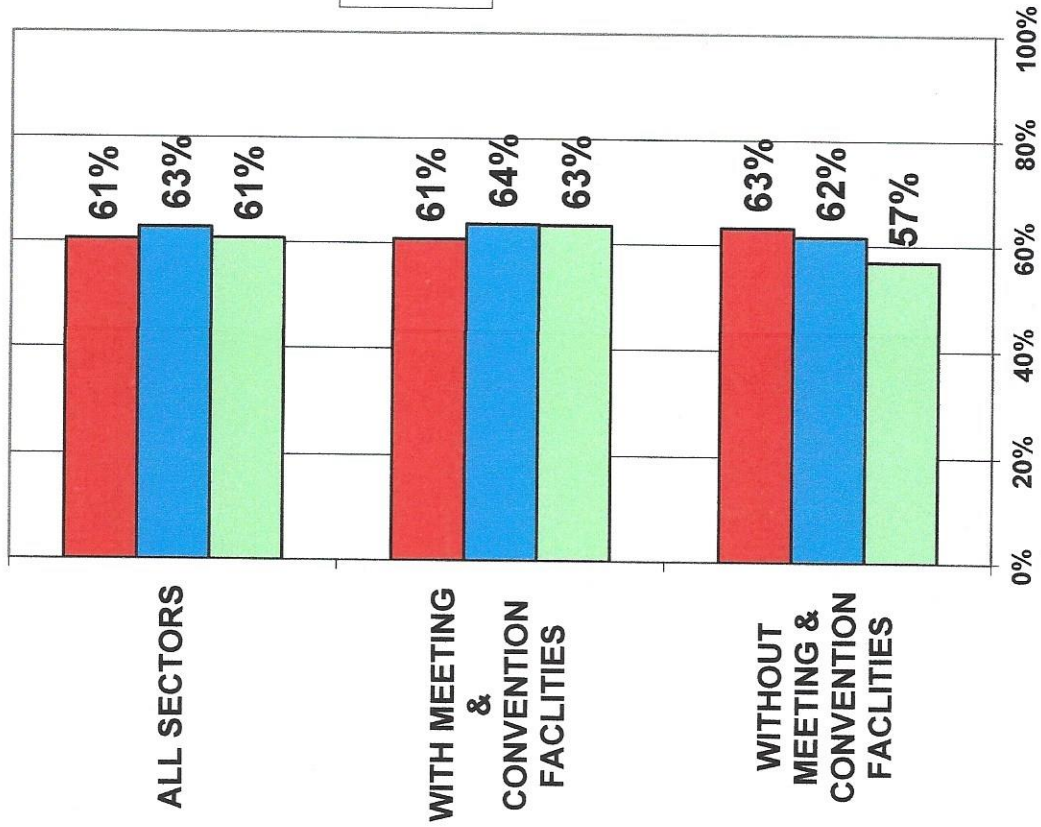
**VOLUSIA AVERAGE DAILY RATE
BY PROPERTY SIZE -
JANUARY 2016 - 2018**



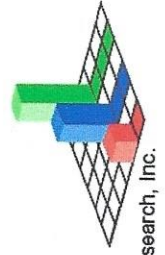
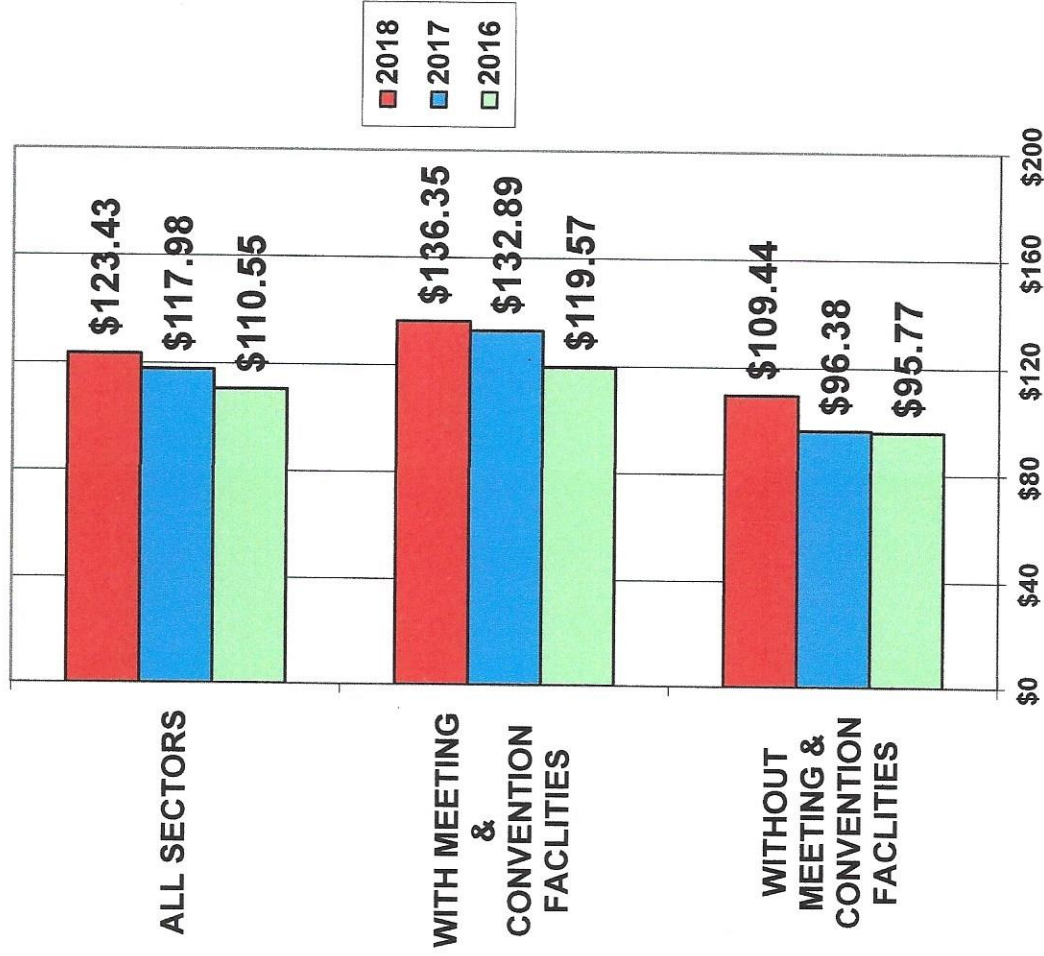
**VOLUSIA REV/IPAR
BY PROPERTY SIZE -
JANUARY 2016 - 2018**



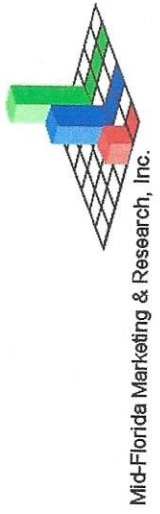
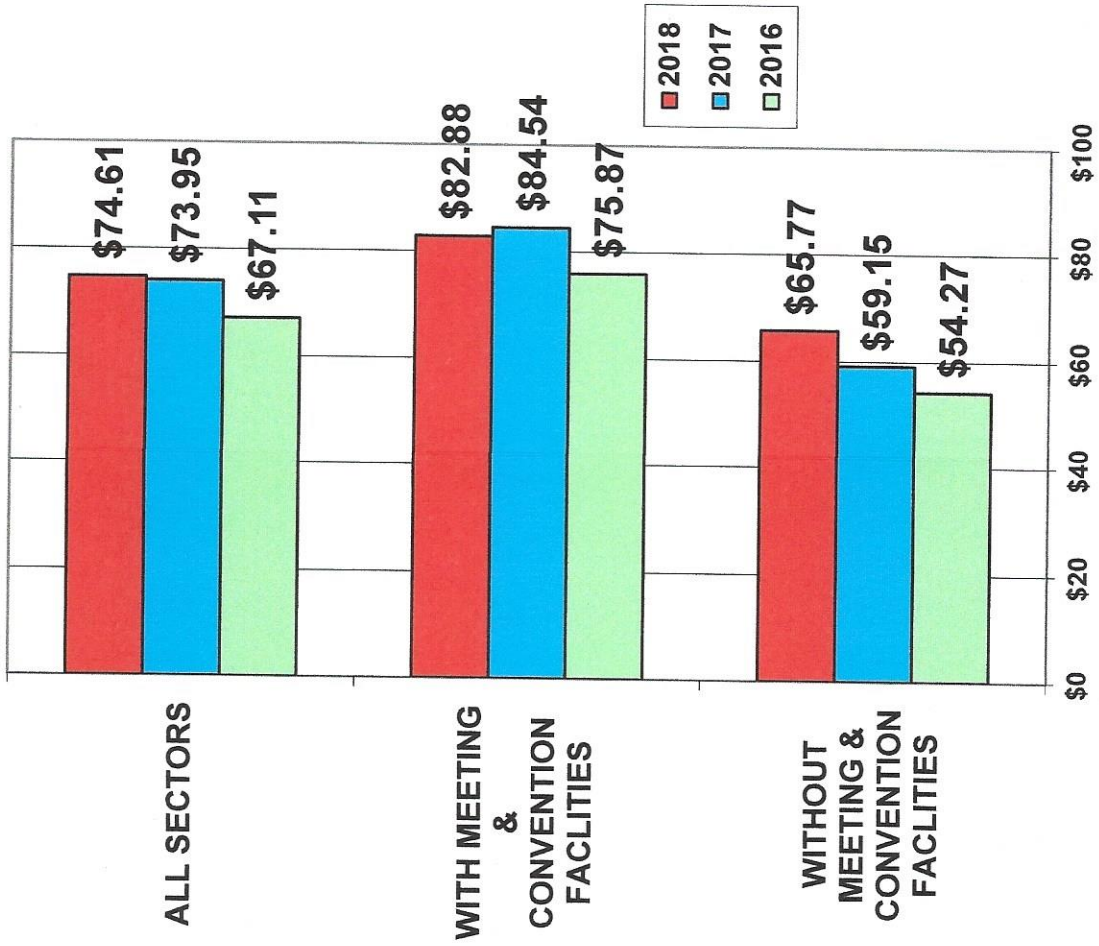
**VOLUSIA OCCUPANCY
BY MEETING & CONVENTION
FACILITIES JANUARY 2016 - 2018**



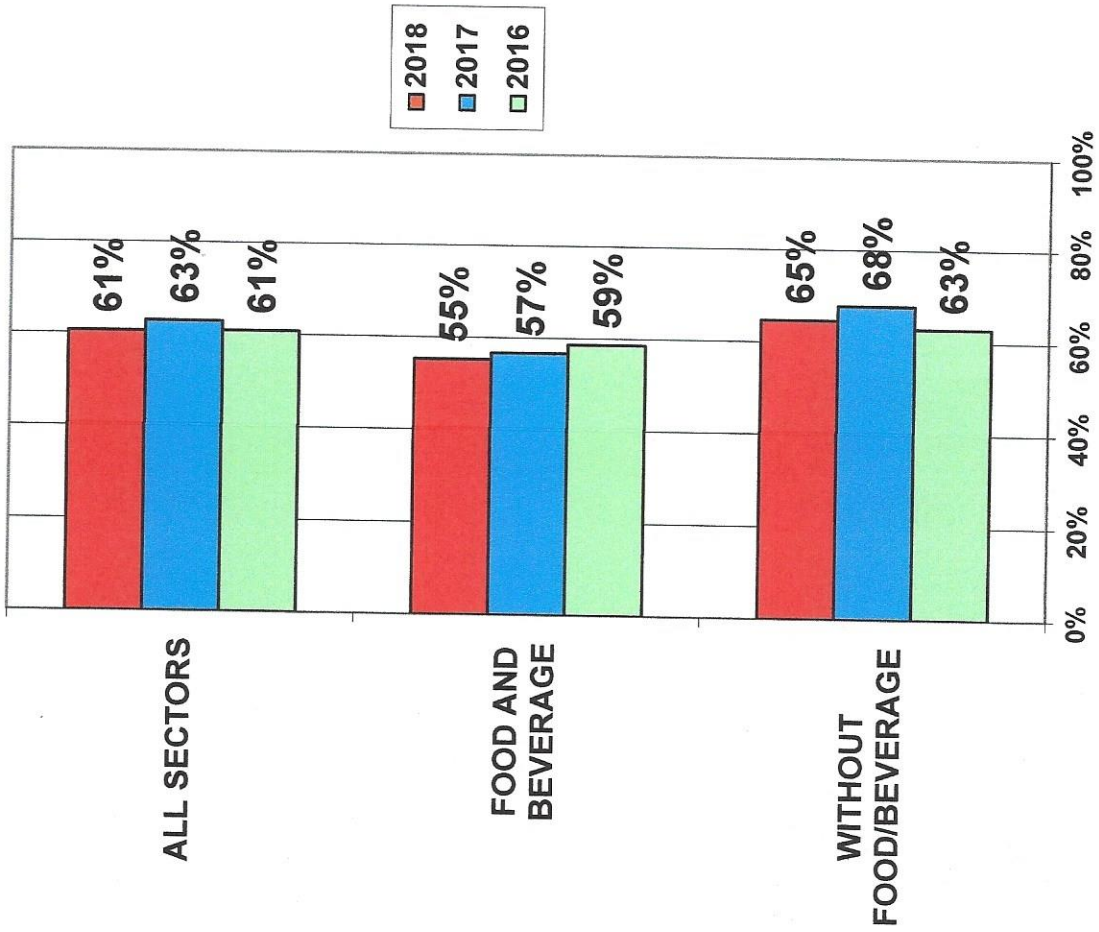
**VOLUSIA AVERAGE DAILY RATE
BY MEETING & CONVENTION FACILITIES
JANUARY 2016 - 2018**



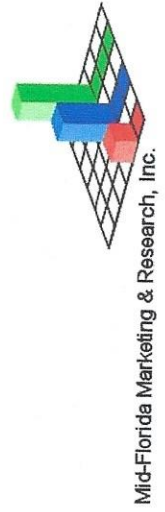
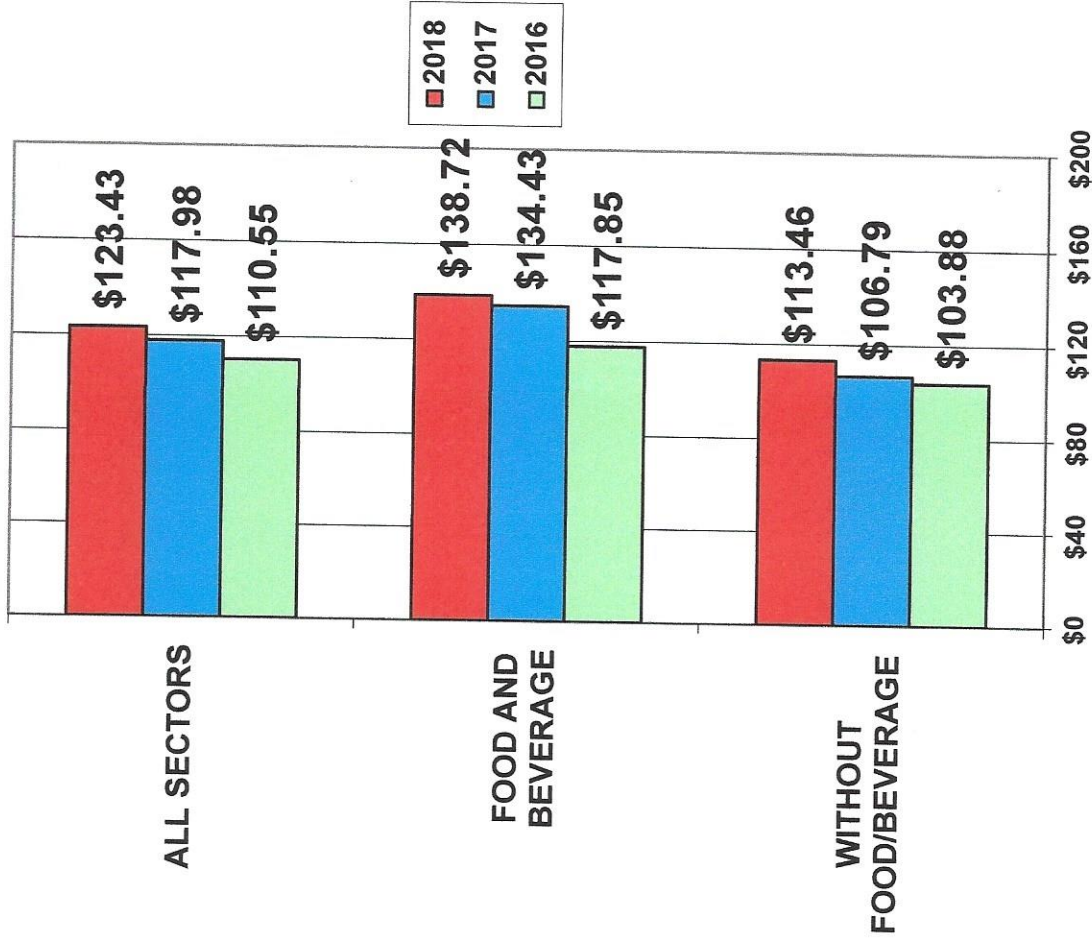
**VOLUSIA REV/PAR
BY MEETING & CONVENTION
FACILITIES - JANUARY 2016 - 2018**



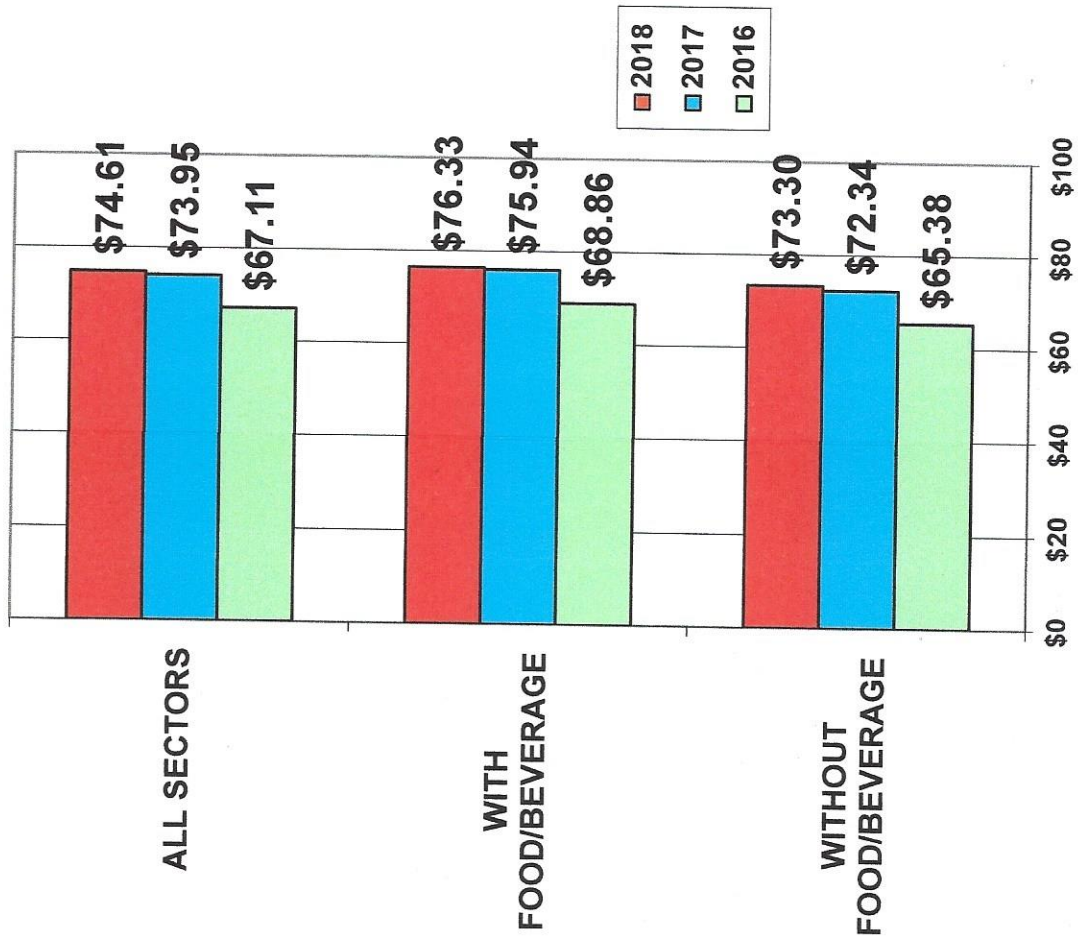
**VOLUSIA OCCUPANCY
BY FOOD AND/OR BEVERAGE
FACILITIES - JANUARY 2016 - 2018**



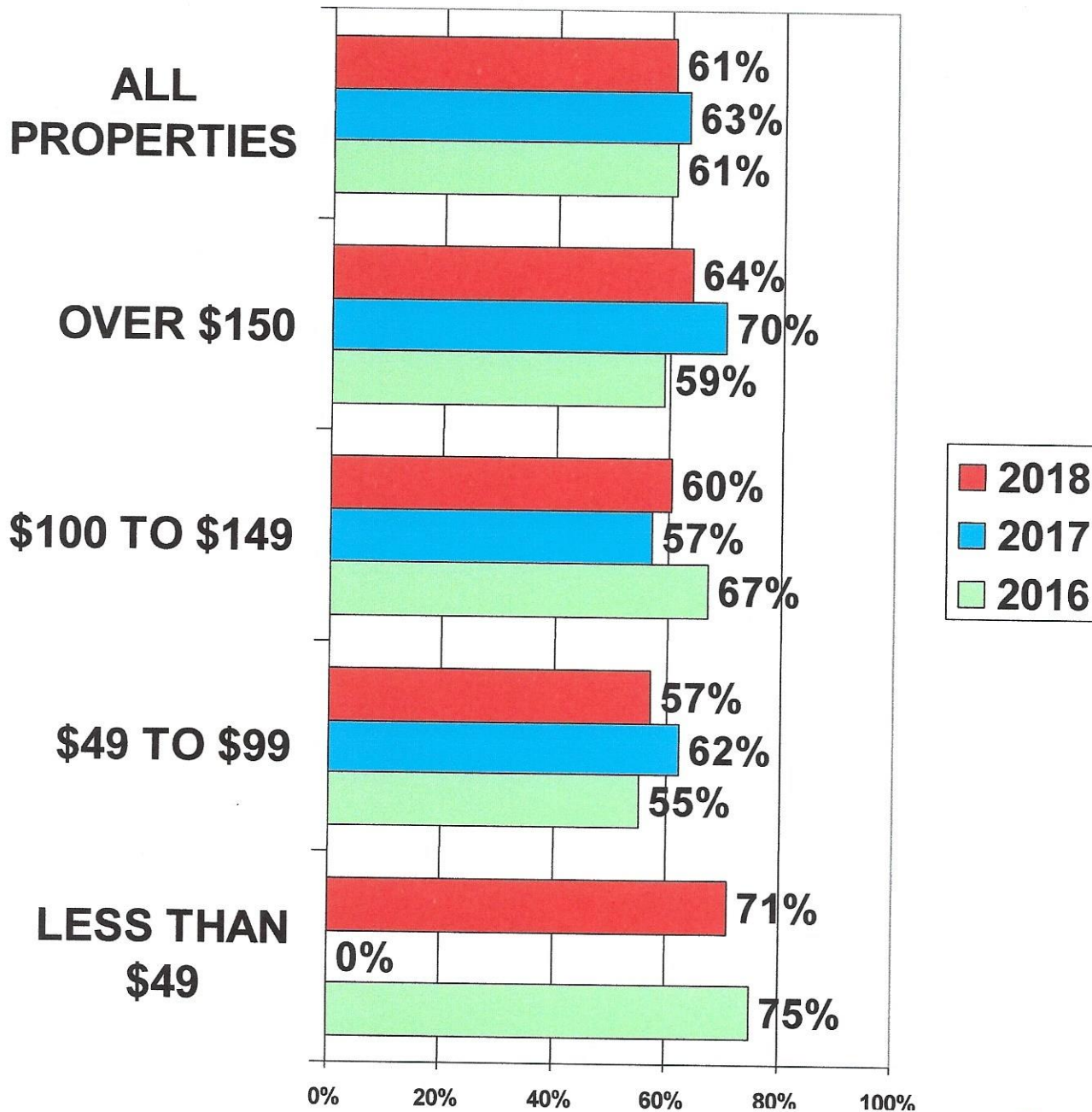
**VOLUSIA AVERAGE DAILY RATE
BY FOOD AND/OR BEVERAGE
FACILITIES - JANUARY 2016 - 2018**



**VOLUSIA REV/PAR
BY FOOD/BEVERAGE -
JANUARY 2016 - 2018**

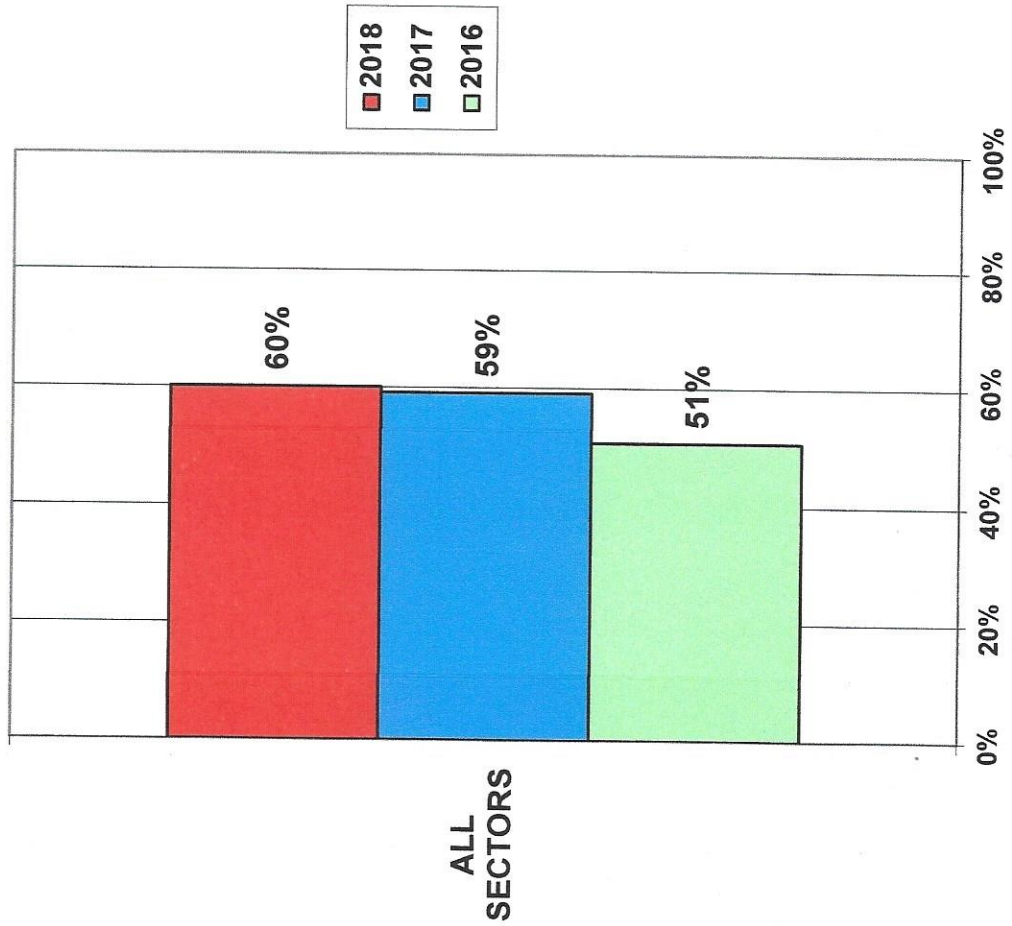


VOLUSIA HOTEL/MOTEL OCCUPANCY BY PRICE RANGE - JANUARY 2016 - 2018

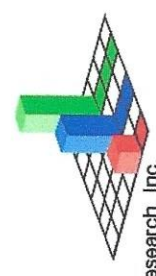
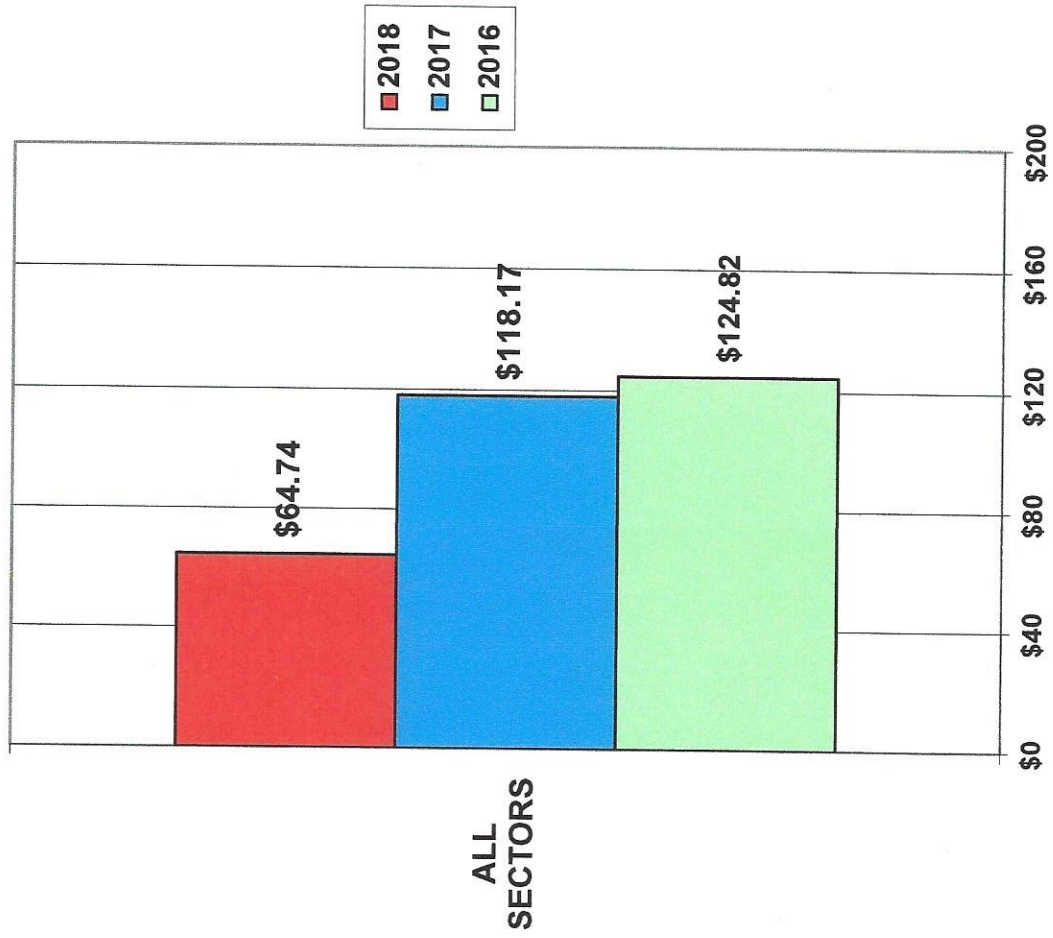


Mid-Florida Marketing & Research, Inc.

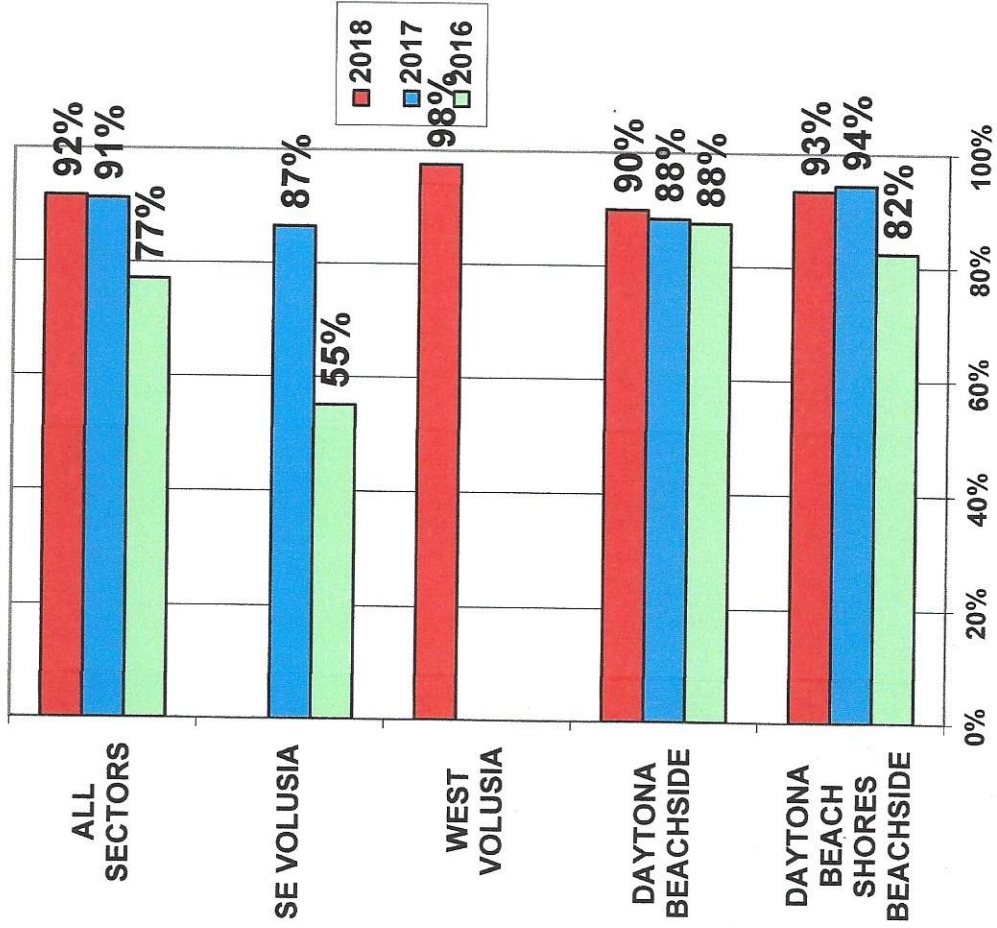
**VOLUSIA OCCUPANCY
BY CONDO/TIMESHARES -
JANUARY 2016 - 2018**



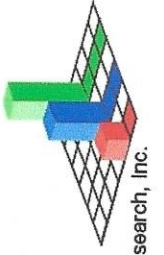
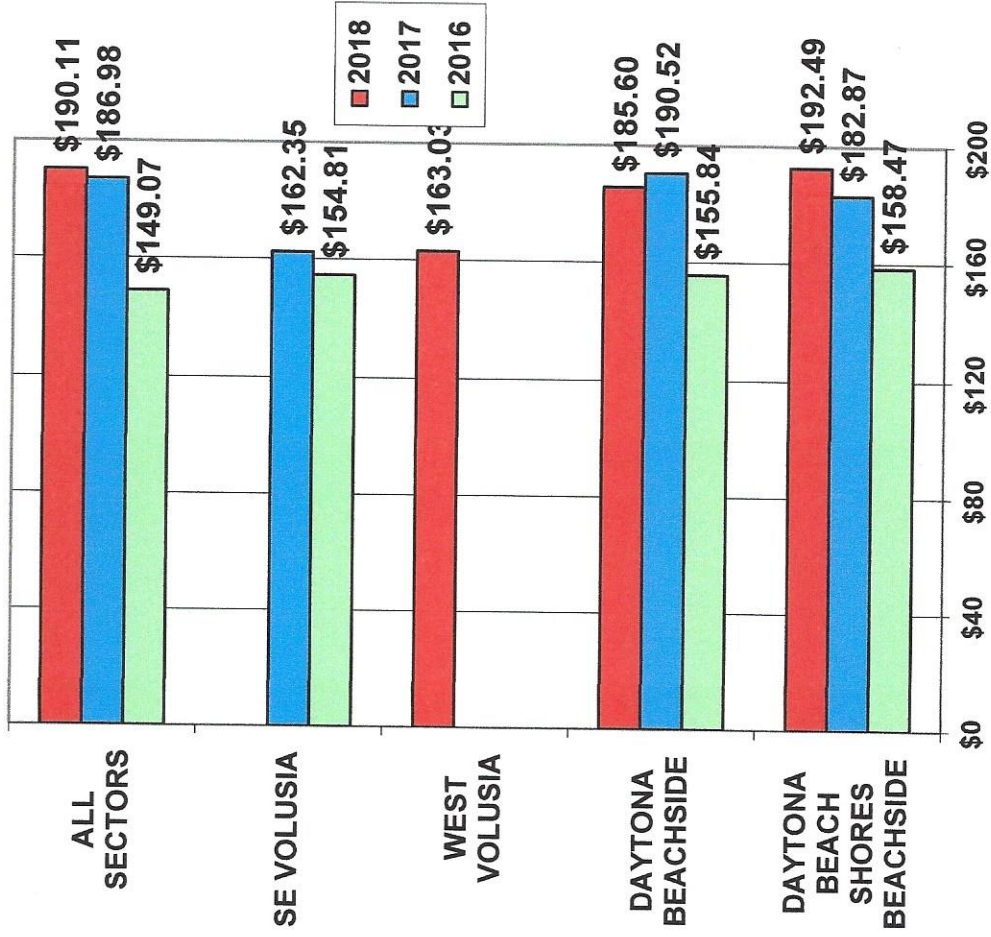
**VOLUSIA AVERAGE DAILY RATE
BY CONDO/TIMESHARES -
JANUARY 2016 - 2018**



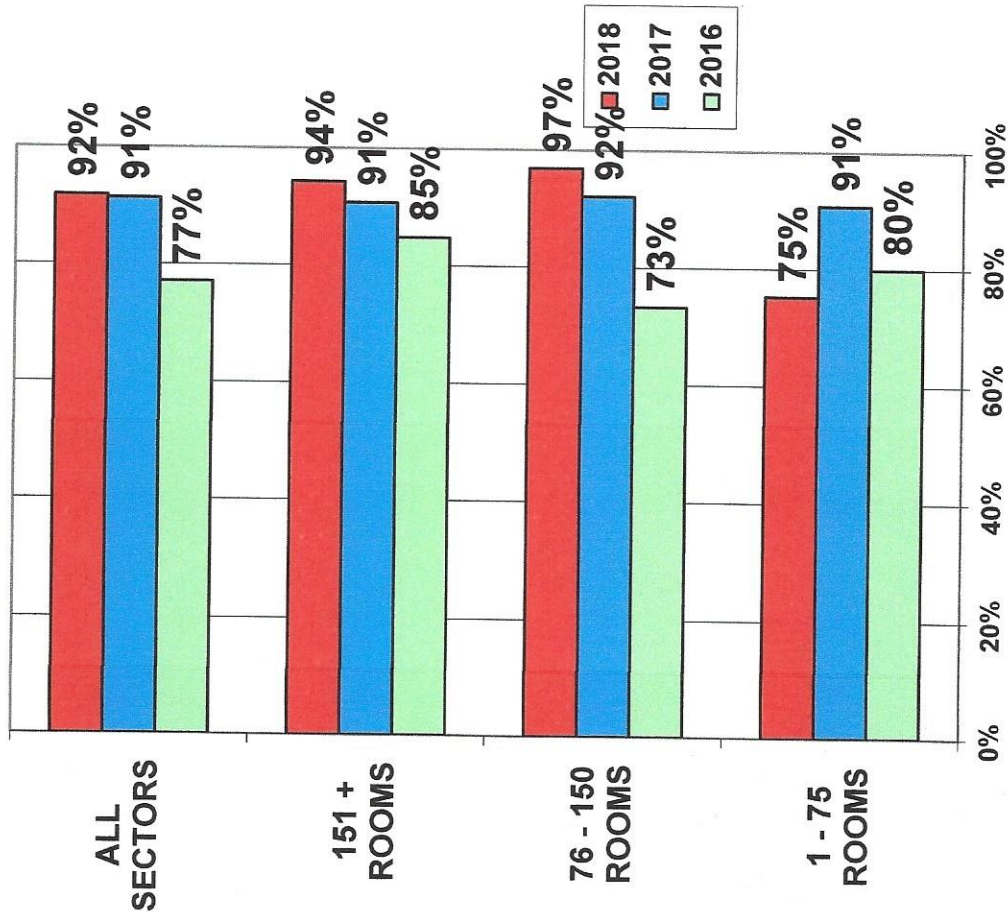
**VOLUSIA OCCUPANCY
BY AREA SECTORS -
ROLEX 24 HOURS 2016 - 2018**



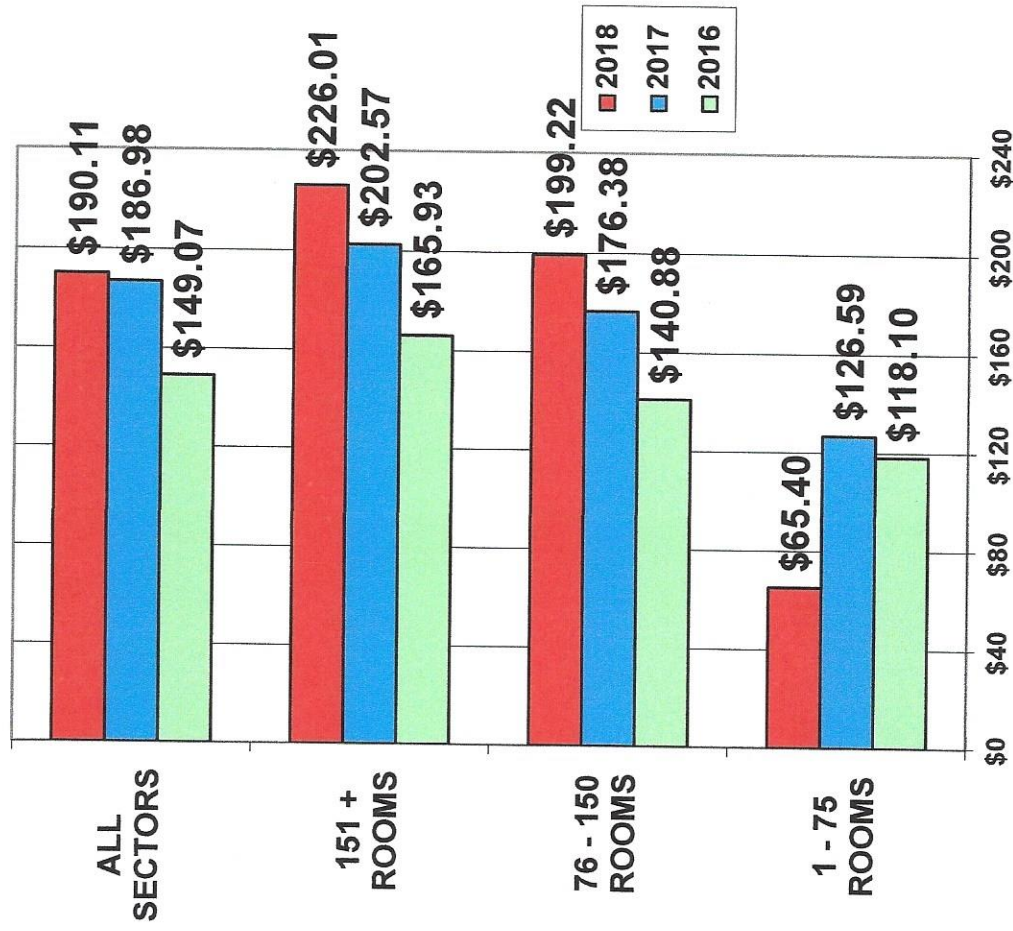
**VOLUSIA AVERAGE DAILY RATE
BY AREA SECTORS -
ROLEX 24 HOURS 2016 - 2018**



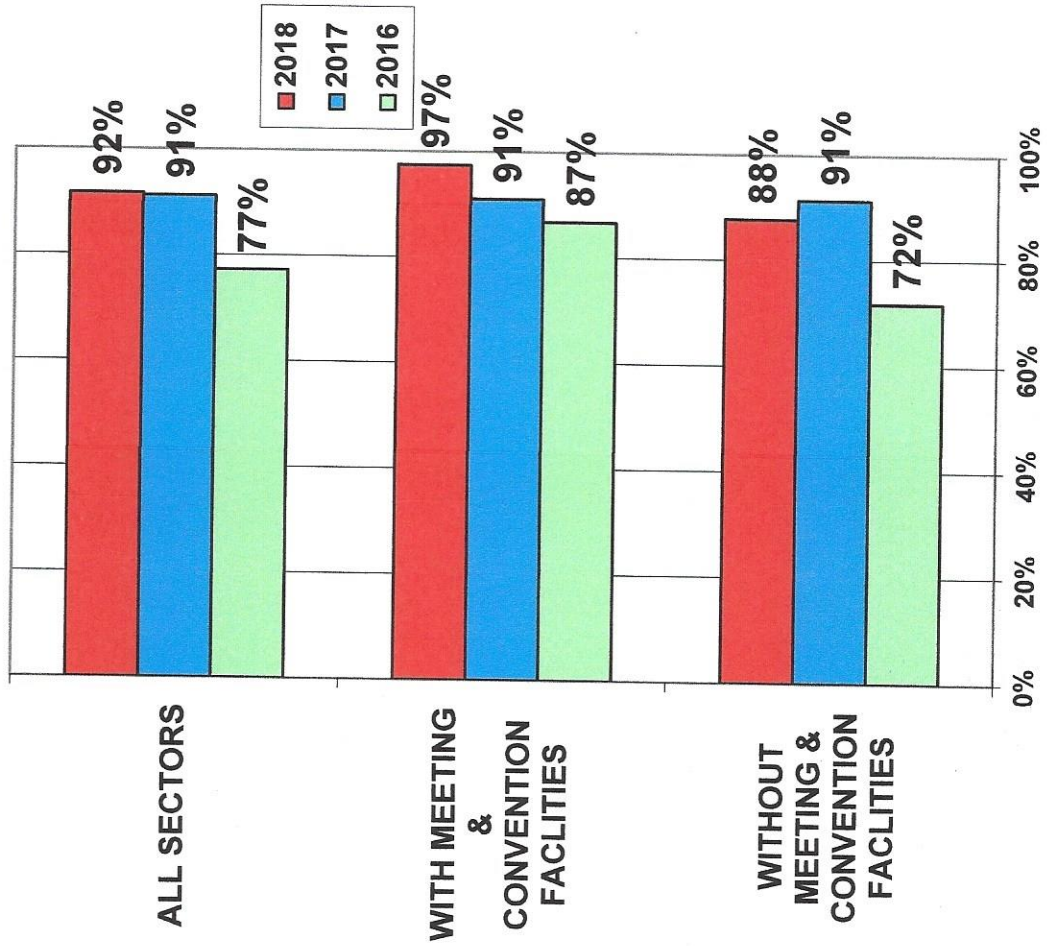
**VOLUSIA OCCUPANCY BY
BY PROPERTY SIZE -
ROLEX 24 HOURS 2016 - 2018**



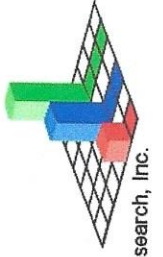
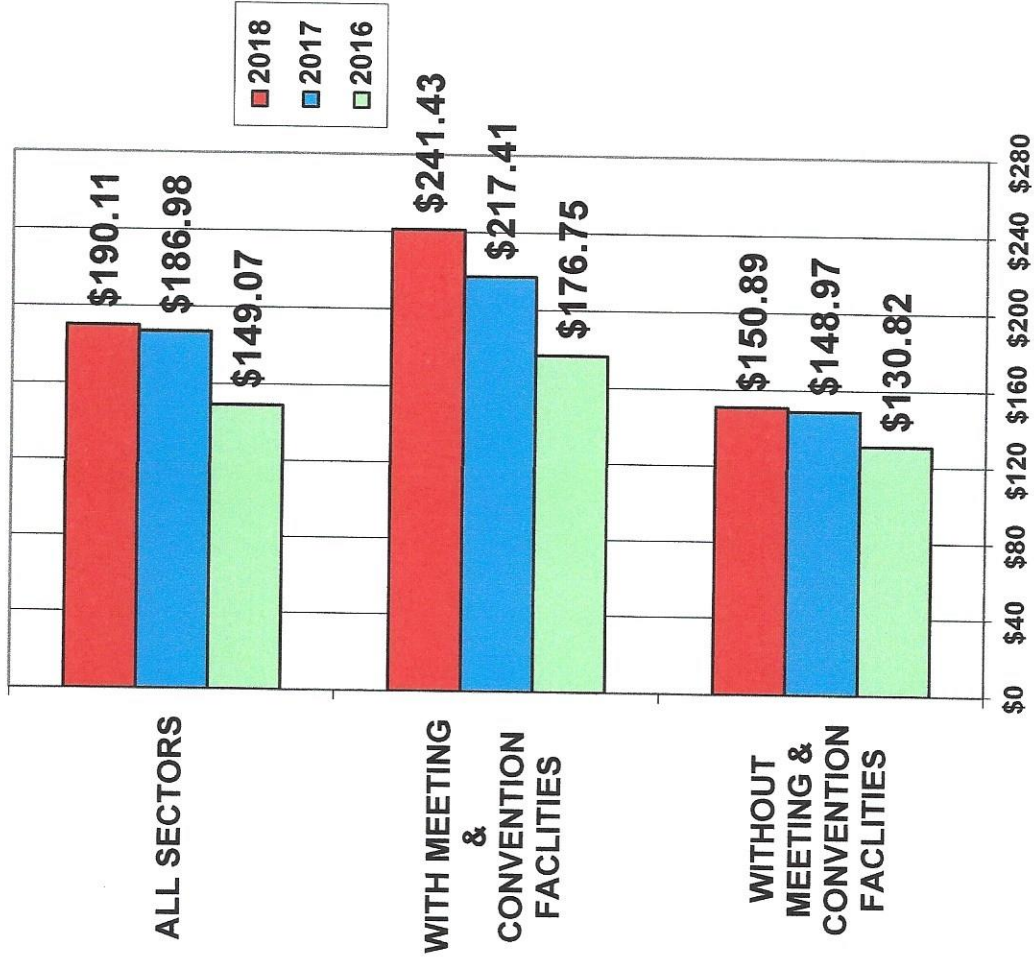
**VOLUSIA OCCUPANCY BY
PROPERTY SIZE -
ROLEX 24 HOURS 2016 - 2018**



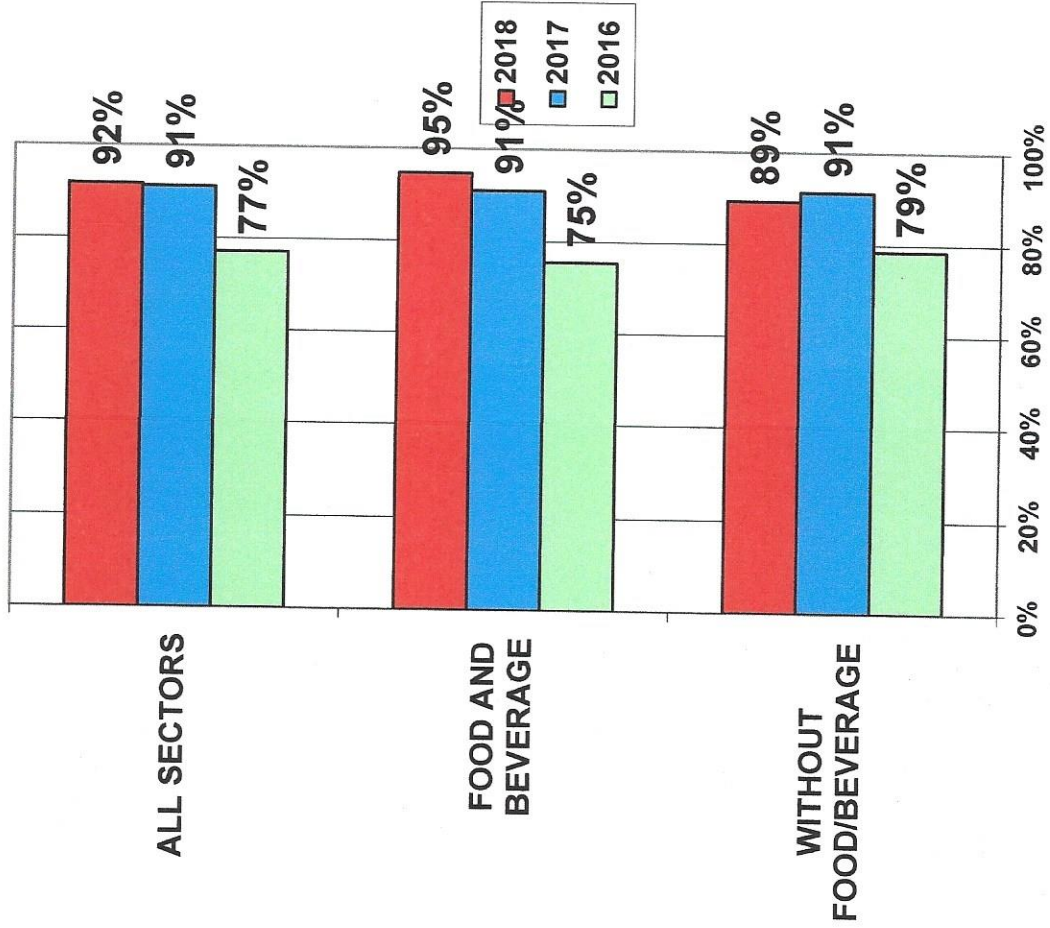
**VOLUSIA OCCUPANCY
BY MEETING & CONVENTION FACILITIES
ROLEX 24 HOURS 2016 - 2018**



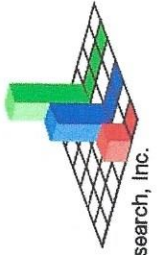
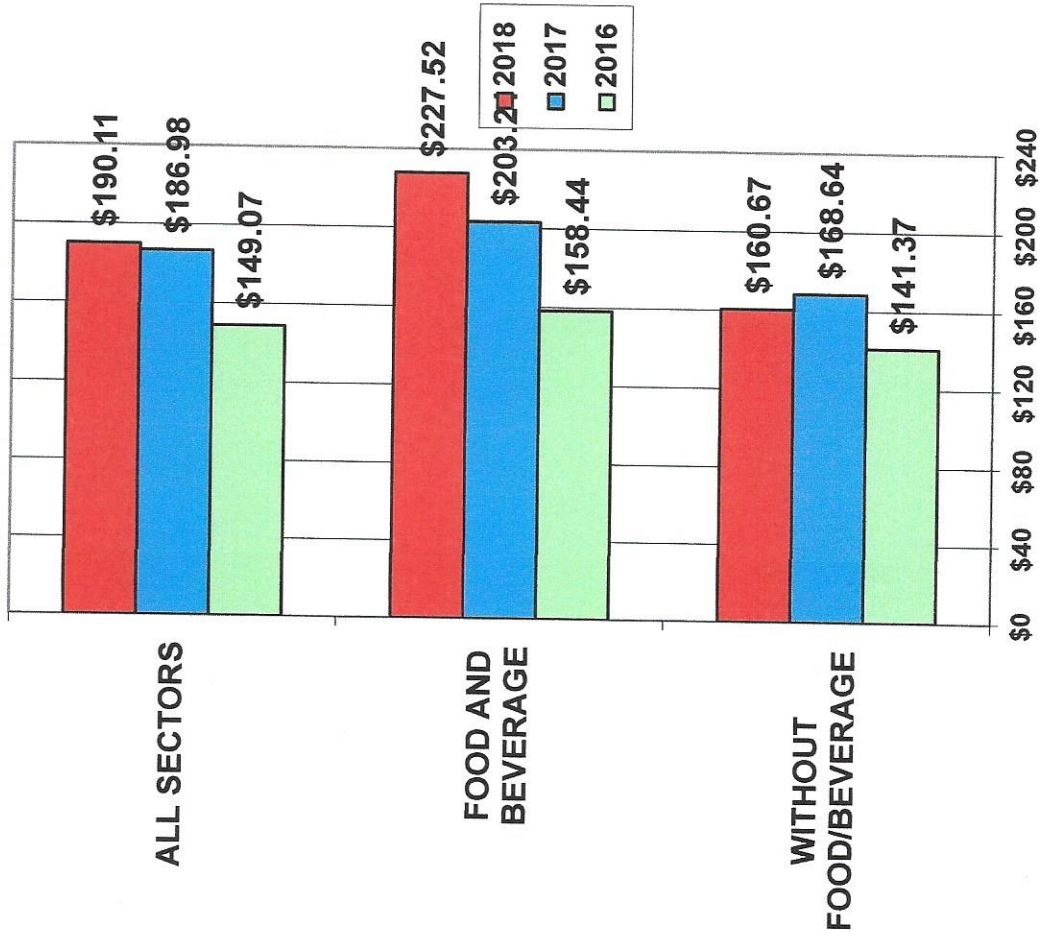
**VOLUSIA AVERAGE DAILY RATE BY
MEETING & CONVENTION FACILITIES
ROLEX 24 HOURS 2016 - 2018**



**VOLUSIA OCCUPANCY
BY FOOD AND BEVERAGE
ROLEX 24 HOURS 2016 - 2018**



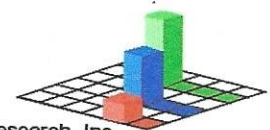
**VOLUSIA AVERAGE DAILY RATE
BY FOOD AND BEVERAGE
ROLEX 24 HOURS 2016 - 2018**



**PARTICIPATING PROPERTIES
BY AREA SECTOR**

MONTHS REPORTING 2018

	<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											
BEST WESTERN PLUS AKU TIKI	132	X											
EL CARIBE RESORT & CONF. CENTER	112	X											
HAMPTON DAYTONA SHORES OCEANFRONT	111	X											
HOLIDAY INN EXPRESS OCEANFRONT	100	X											
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											
RESIDENCE INN DAYTONA BEACH OCEANFRONT	105	X											
SHORES RESORT & SPA	212	X											
SUN VIKING LODGE	91	X											
DAYTONA BEACHSIDE													
BEST WESTERN DAYTONA INN	96	X											
DAYTONA BEACH REGENCY	98	X											
DAYTONA BEACH RESORT	303	X											
DAYTONA INN BEACH RESORT	65	X											
HILTON DAYTONA BEACH RESORT	742	X											
HILTON GARDEN INN DAYTONA BEACH OCEANFRONT	144	X											
HOLIDAY INN & SUITES ON THE OCEAN	123	X											
HOLIDAY INN RESORT DAYTONA	188	X											
NAUTILUS INN	90	X											
OCEAN BREEZE CLUB HOTEL	206	X											
PLAZA RESORT & SPA	322	X											
SILVER BEACH CLUB	74	X											
THE VILLA BED AND BREAKFAST	4	X											
WYNDHAM OCEAN WALK	127												



**PARTICIPATING PROPERTIES
BY AREA SECTOR**

MONTHS REPORTING 2017

	<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	X											
COVE ON ORMOND BEACH	112												
HIGHWAY I-95 INTERSECTIONS													
BEST WESTERN SPEEDWAY	151	X											
*COUNTRY INN & SUITES PORT ORANGE	87	X											
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											
HOMWOOD SUITES	94	X											
QUALITY INN DAYTONA	64	X											
WEST VOLUSIA													
ALLING HOUSE BED AND BREAKFAST ORANGE CITY	8	X											
ARTISAN DOWNTOWN	8	X											
COMFORT INN DELAND	68	X											
DAYS INN ORANGE CITY	37	X											
HAMPTON INN DEBARY	76	X											
HAMPTON INN DELAND	94	X											
HOLIDAY IN EXPRESS ORANGE CITY	114	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	122	X											
INN ON THE AVENUE	6												
OCEAN TRILLIUM SUITES	32	X											

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

