

# Memo

**To:** HAAA  
**From:** Evelyn Fine  
**Date:** March 6, 2019  
**Subject:** January 2019 Occupancy & Average Daily Rate Report

Overall Daytona Beach Area Occupancy was about the same, at 58% in January 2019 and 58% in January 2018.

The Daytona Beach Area Average Daily Rate increased about 4%, to \$127.92 in January 2019 from \$123.38 in January 2018.

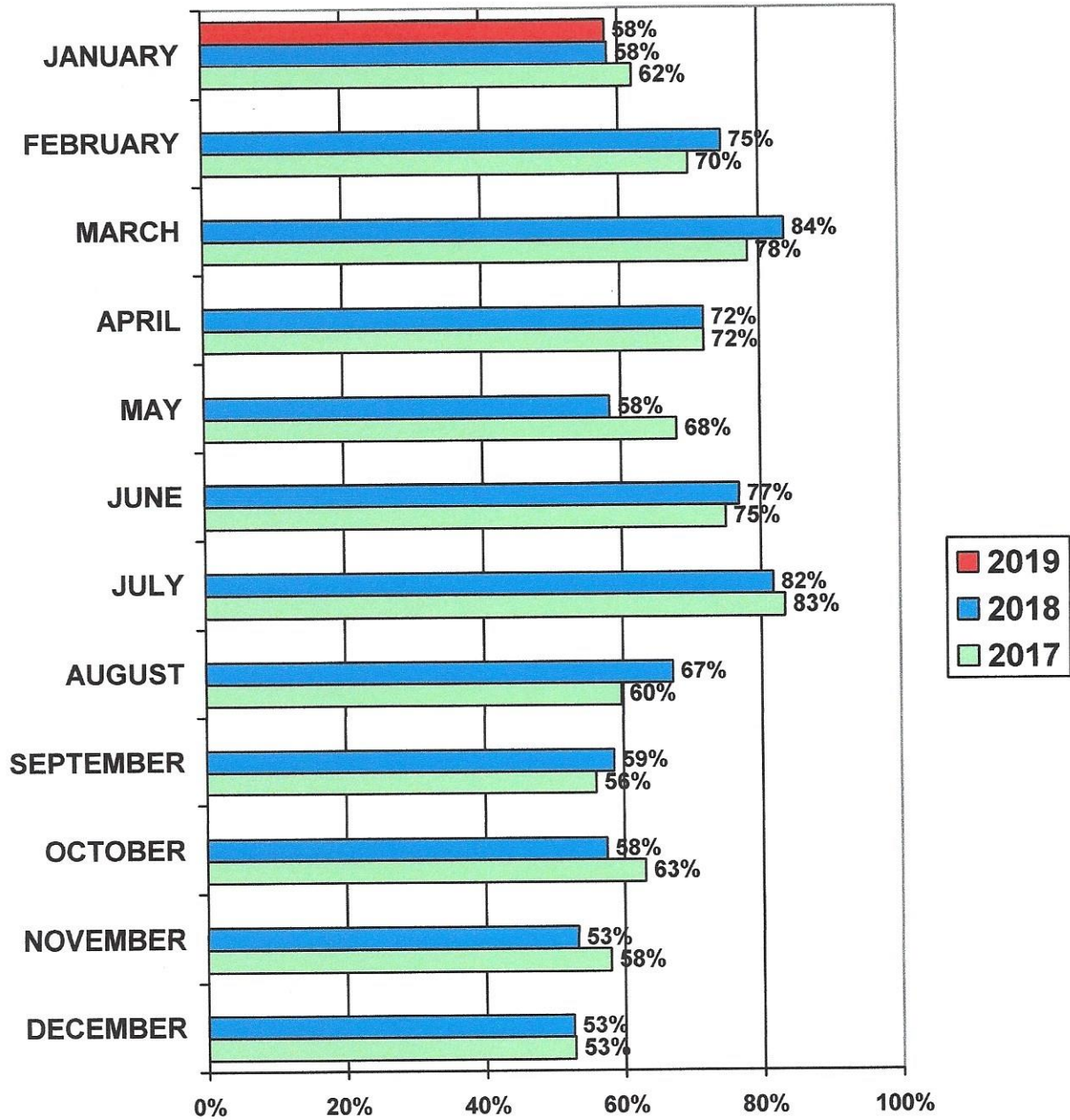
The Daytona Beach Area Revenue per Available Room increased about 3%, to \$74.33 in January 2019 from \$72.10 in January 2018.

The Rolex 24 Hours and Cheer Competitions contributed to the overall Occupancy and ADR despite rain.

Several hotels were still not operating at 100% and a number were undergoing renovation.

EF/LK

# HALIFAX AREA HOTEL/MOTEL OCCUPANCY 2017 - 2019



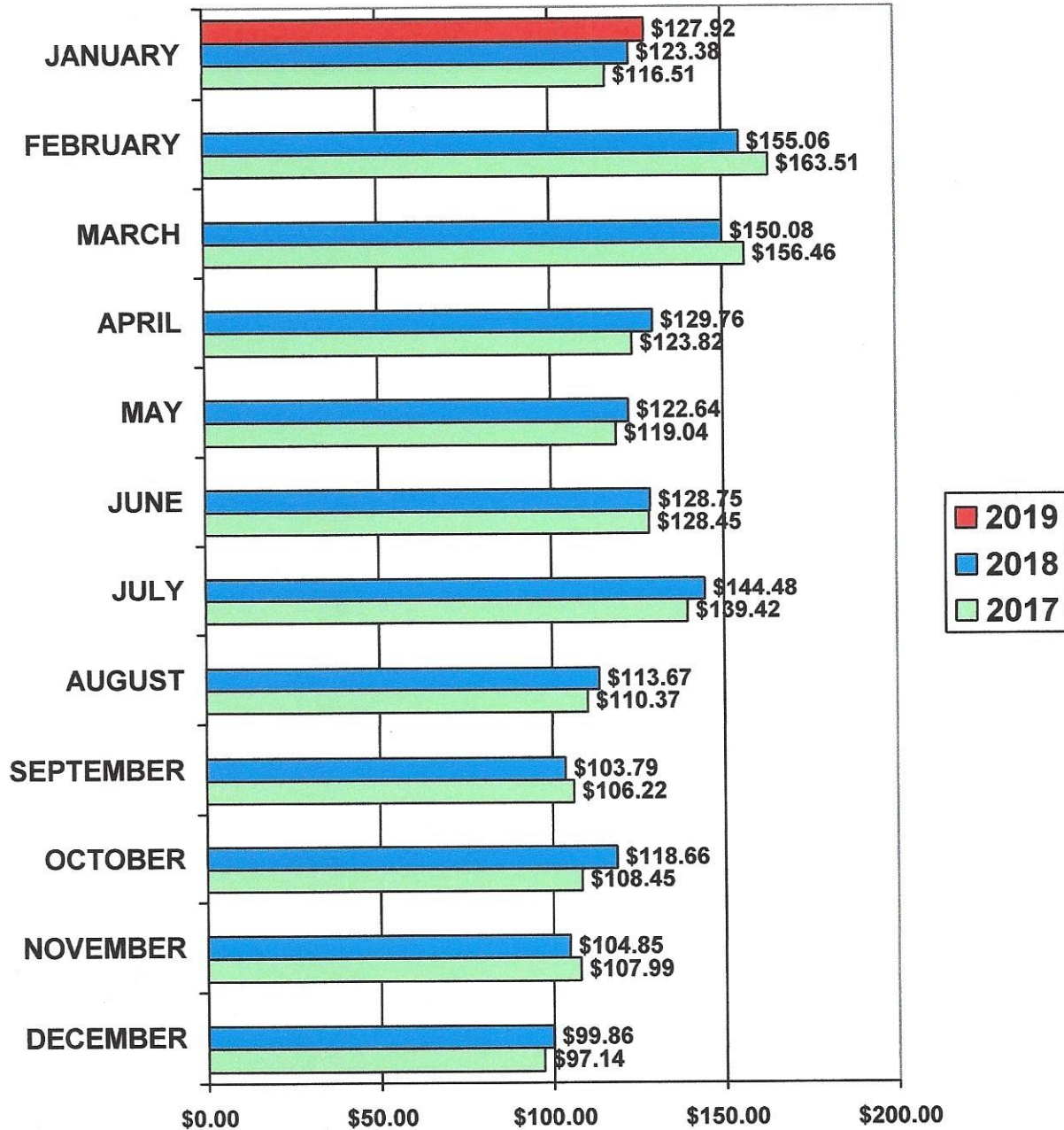
2019 YTD AVG. 58%  
2018 YTD AVG. 58%  
2017 YTD AVG. 62%

JAN 2019  
JAN 2019

HIGH 89%  
LOW 31%

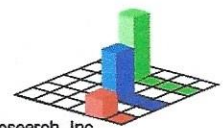


# HALIFAX AREA HOTEL/MOTEL AVERAGE DAILY RATE 2017 - 2019



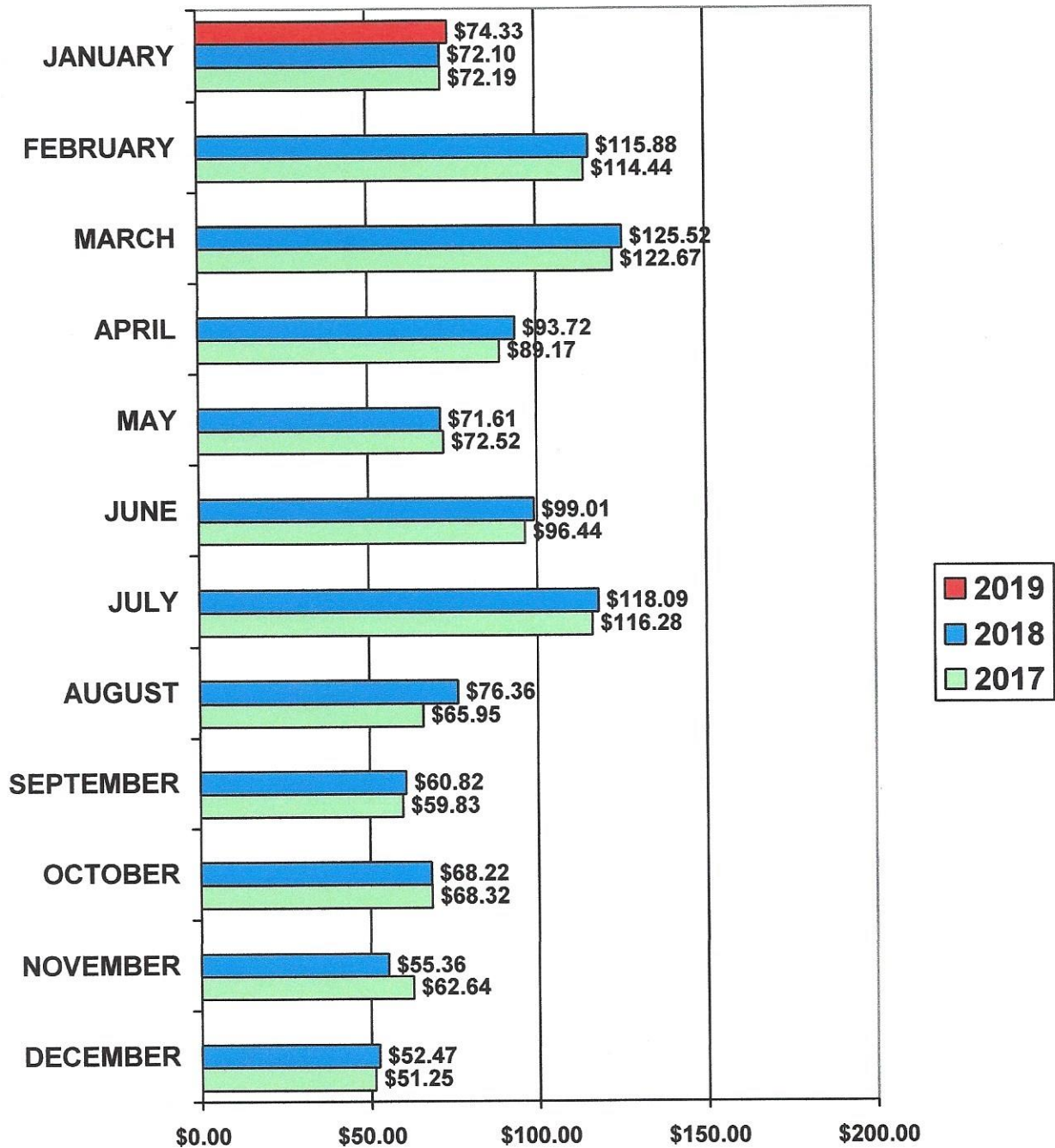
2019 YTD AVG. \$127.92 JAN 2019  
 2018 YTD AVG. \$123.38 JAN 2019  
 2017 YTD AVG. \$116.51

HIGH \$ 240.81  
 LOW \$ 62.93





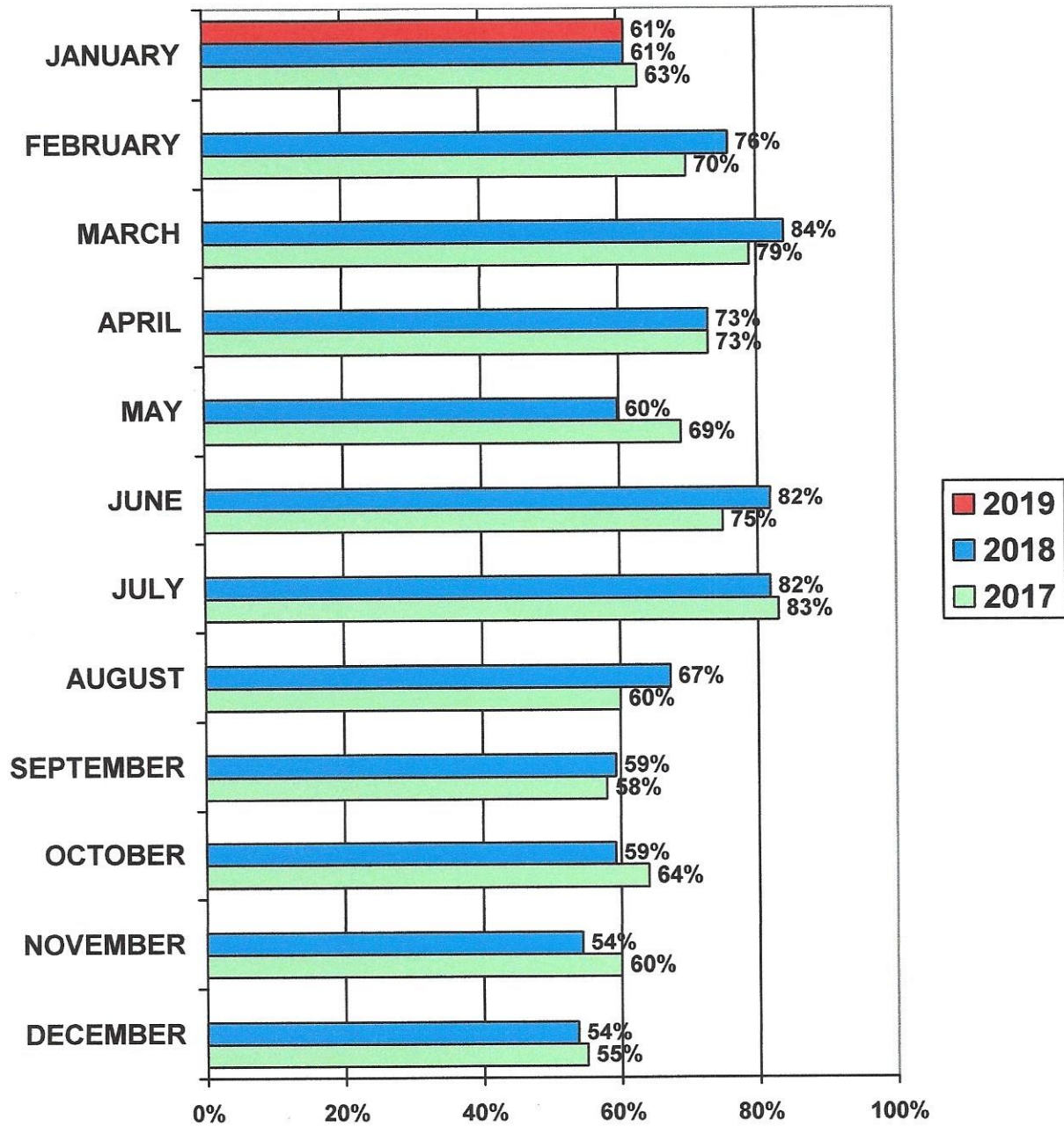
# HALIFAX AREA HOTEL/MOTEL REV PAR BY MONTH 2017 - 2019



2019 YTD AVG. \$ 74.33  
 2018 YTD AVG. \$ 72.10  
 2017 YTD AVG. \$ 72.19



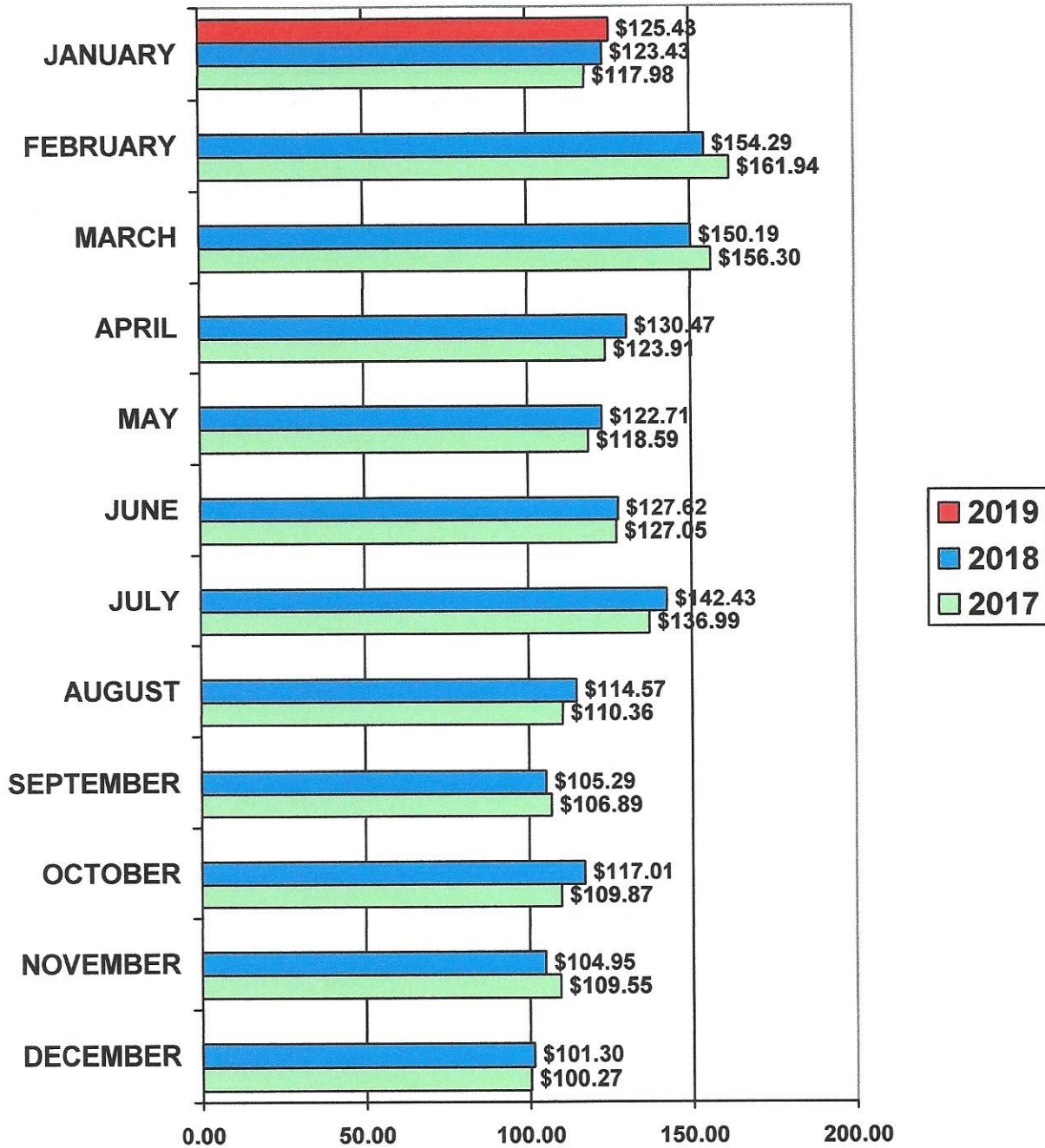
# VOLUSIA HOTEL/MOTEL OCCUPANCY 2017 - 2019



2019 YTD AVG. 61%  
 2018 YTD AVG. 61%  
 2017 YTD AVG. 63%

JAN 2019 HIGH 89%  
 JAN 2019 LOW 31%

# VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2017 - 2019

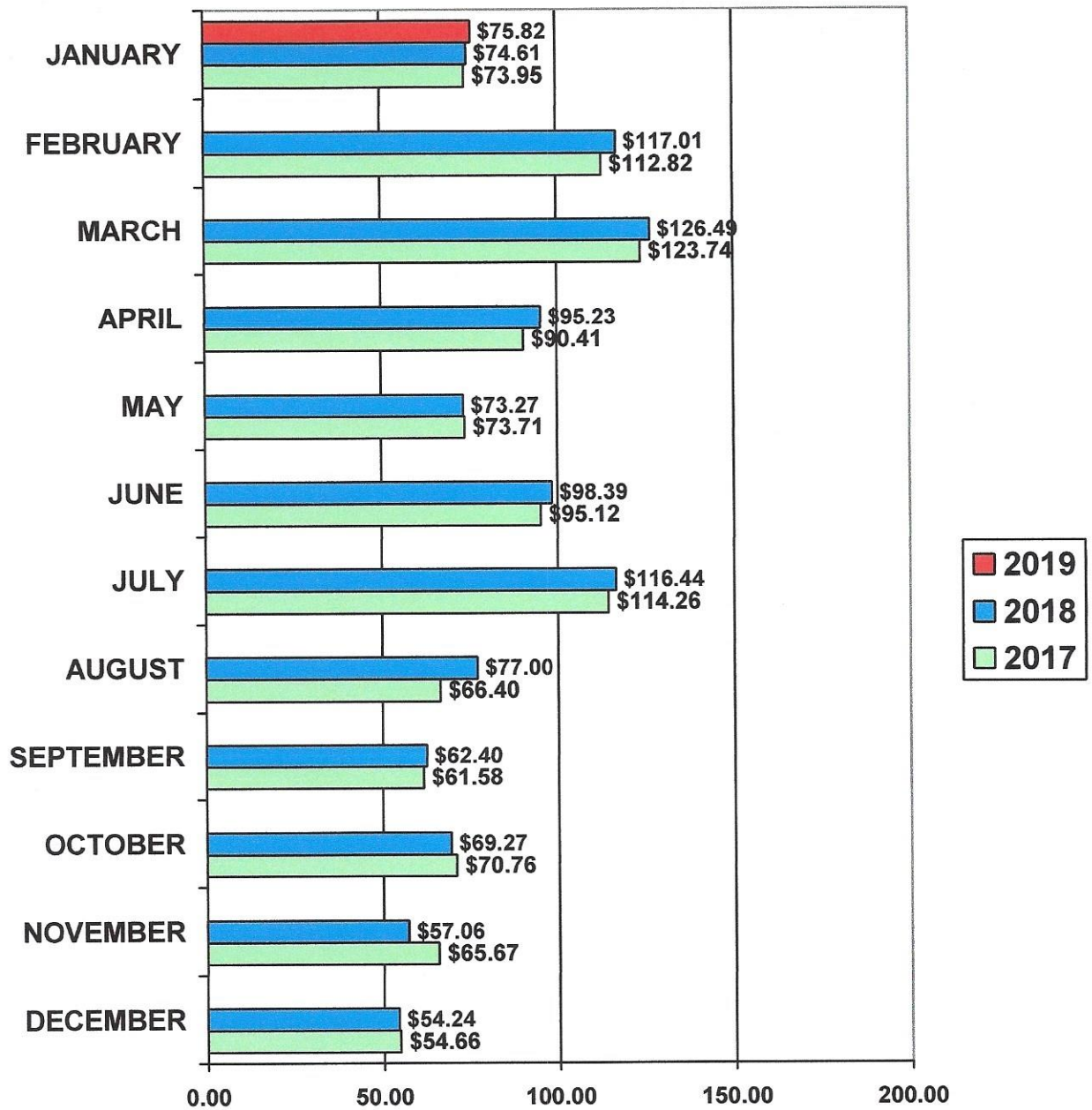


2019 YTD AVG. \$127.43    JAN 2019    HIGH \$ 240.81  
 2018 YTD AVG. \$128.02    JAN 2019    LOW \$ 62.93  
 2017 YTD AVG. \$124.43

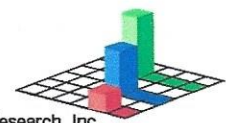




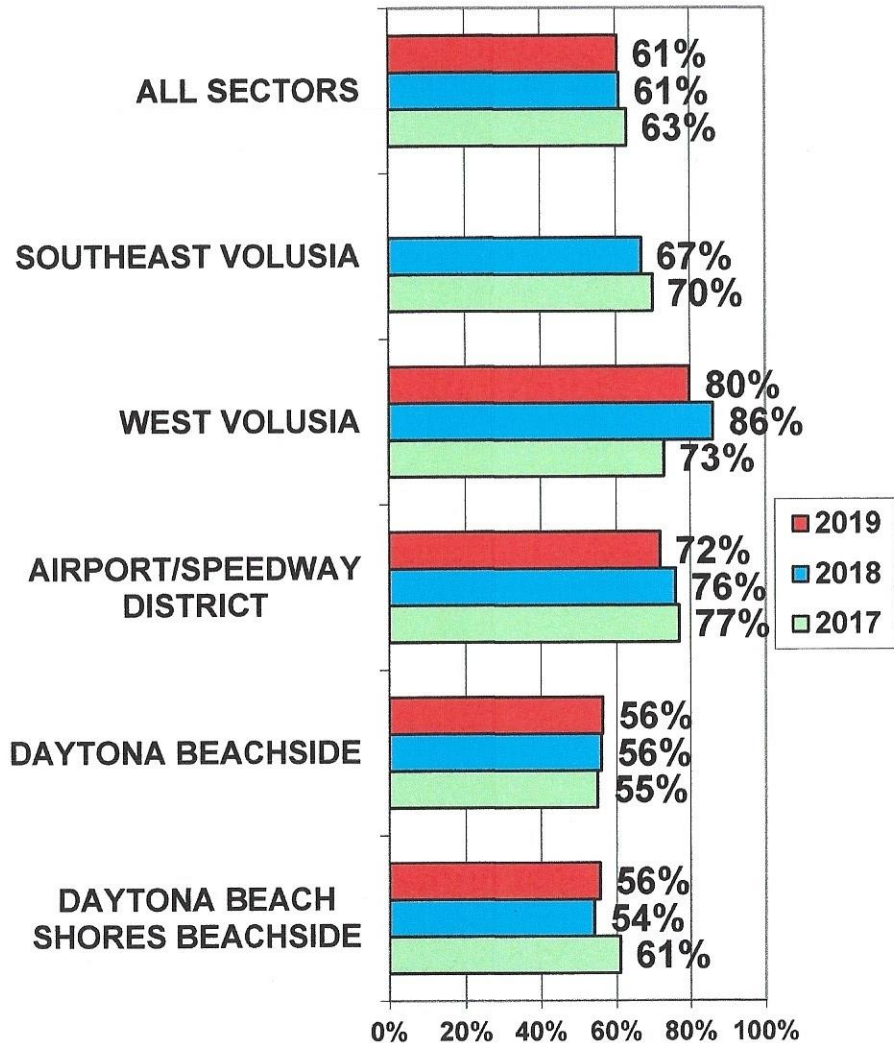
# VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2017 - 2019



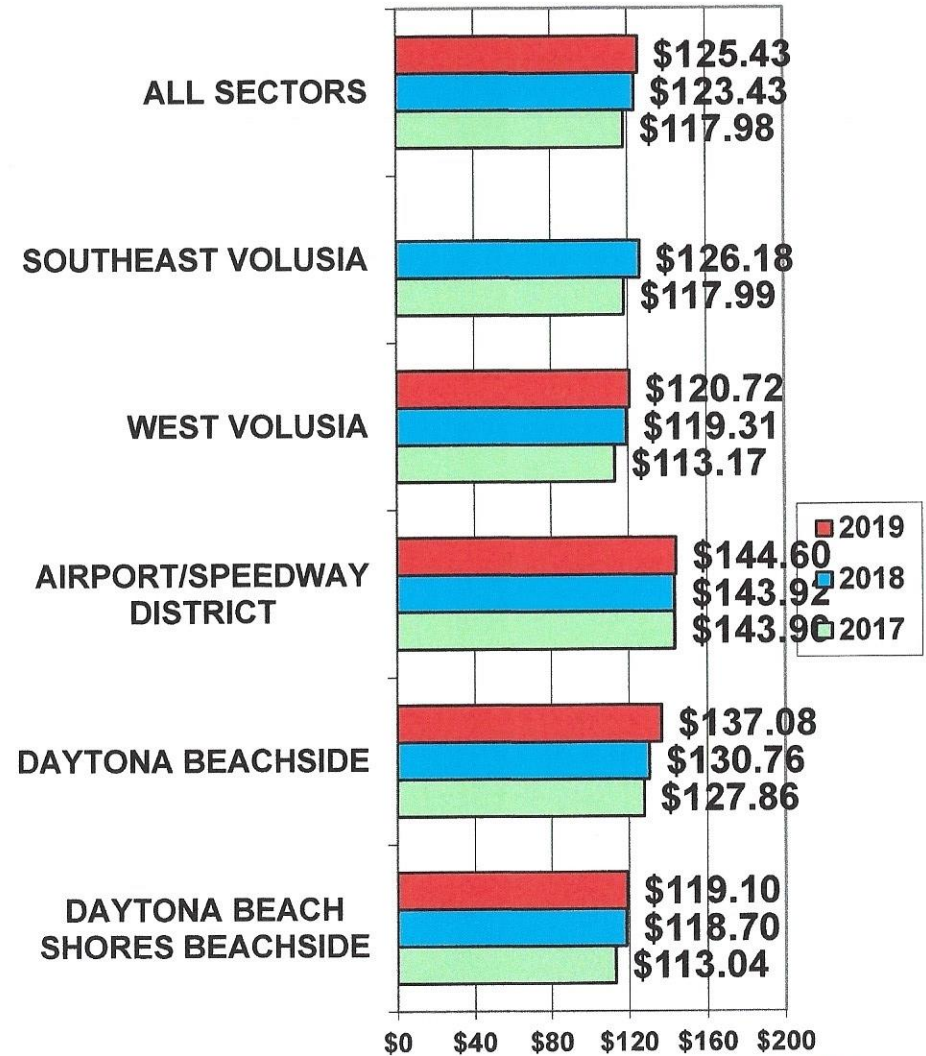
2019 YTD AVG. \$ 75.82  
 2018 YTD AVG. \$ 74.61  
 2017 YTD AVG. \$ 73.95



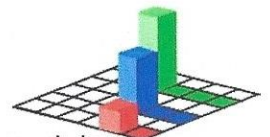
## VOLUSIA OCCUPANCY BY AREA SECTORS - JANUARY 2017 - 2019



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

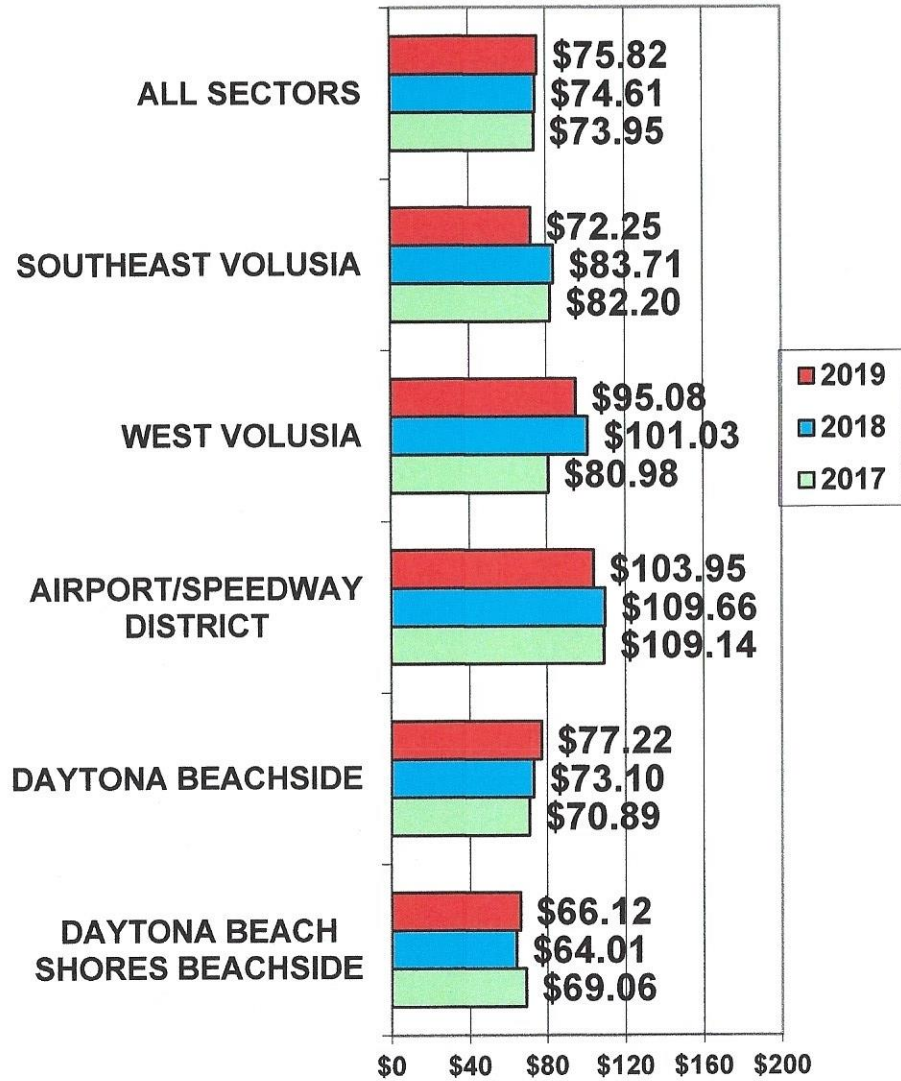


AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.



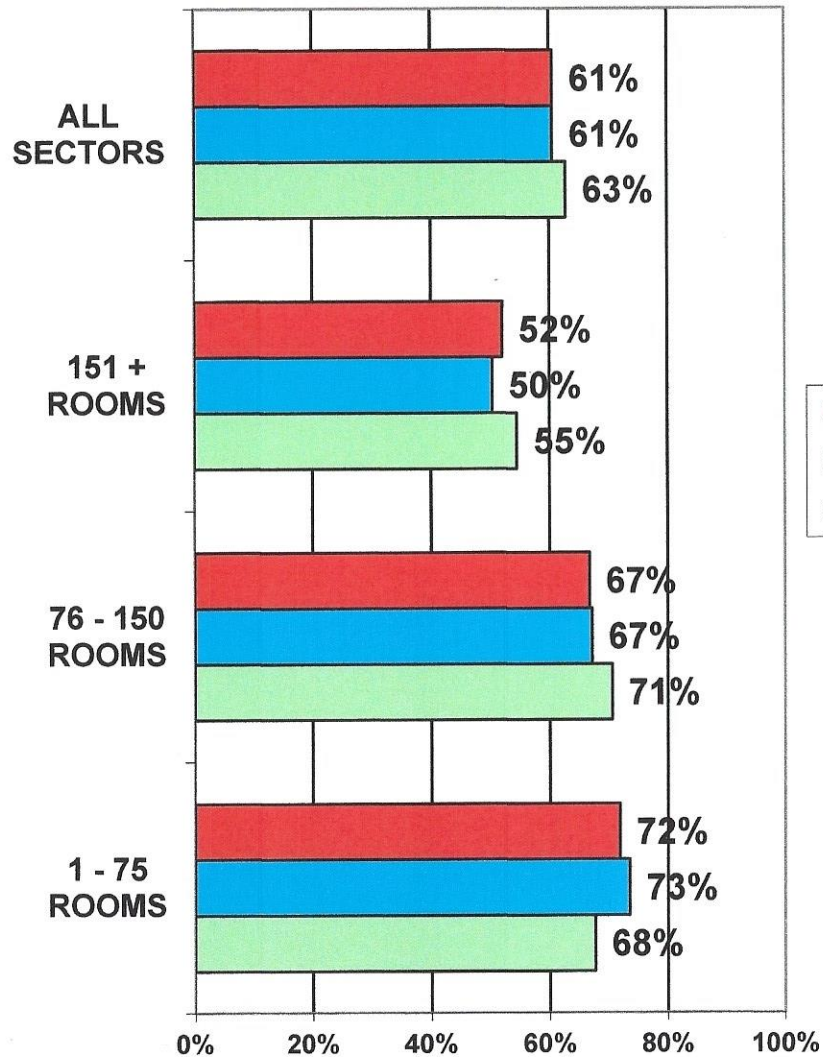


## VOLUSIA REV PAR BY AREA SECTORS - JANUARY 2017 - 2019

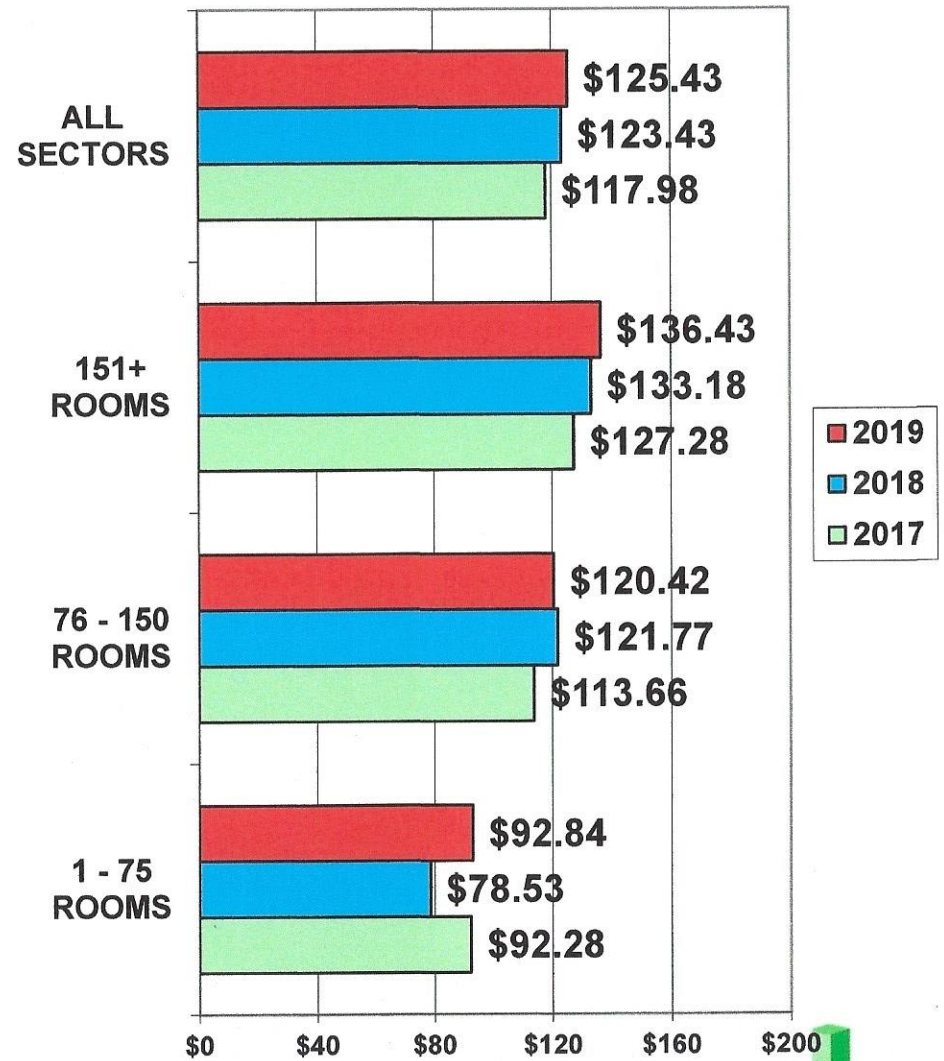


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PROPERTIES REPORTING ARE NOT INCLUDED.

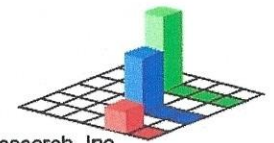
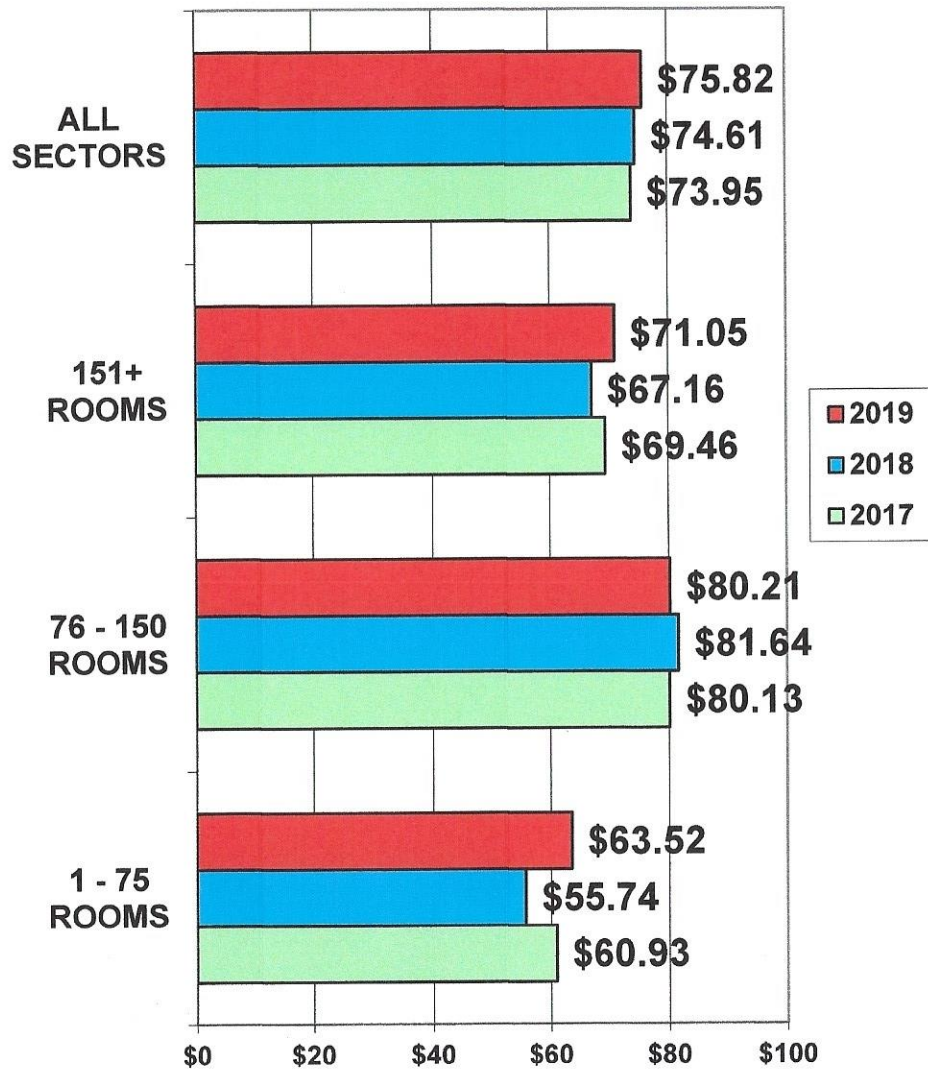
## VOLUSIA OCCUPANCY BY PROPERTY SIZE - JANUARY 2017 - 2019



## VOLUSIA AVERAGE DAILY RATE BY PROPERTY SIZE - JANUARY 2017 - 2019

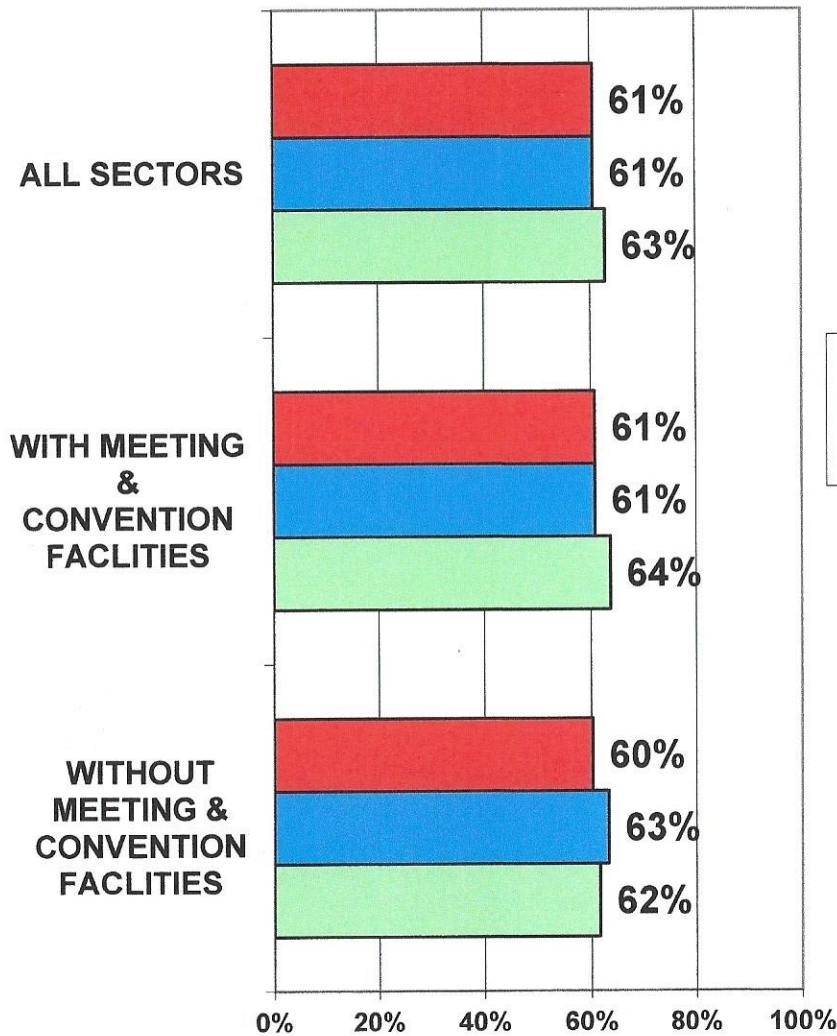


## VOLUSIA REV/PAR BY PROPERTY SIZE - JANUARY 2017 - 2019

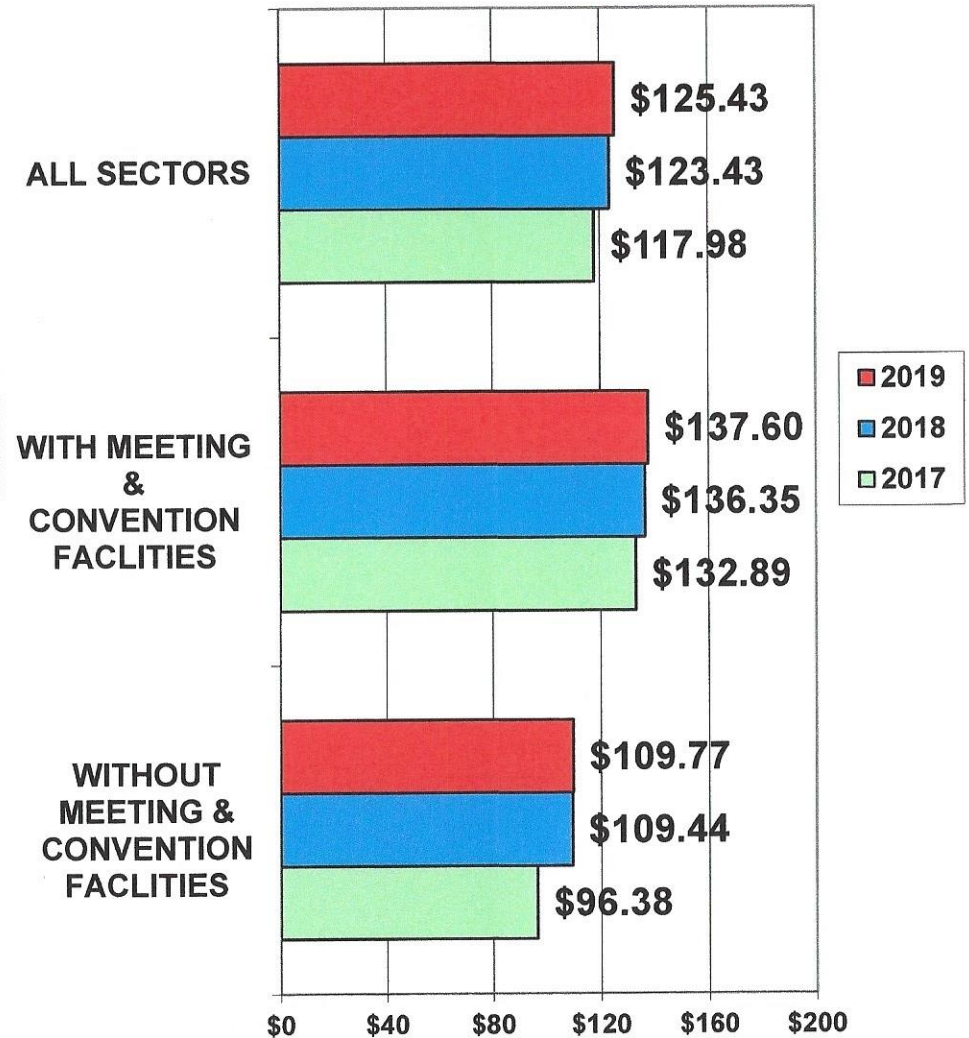




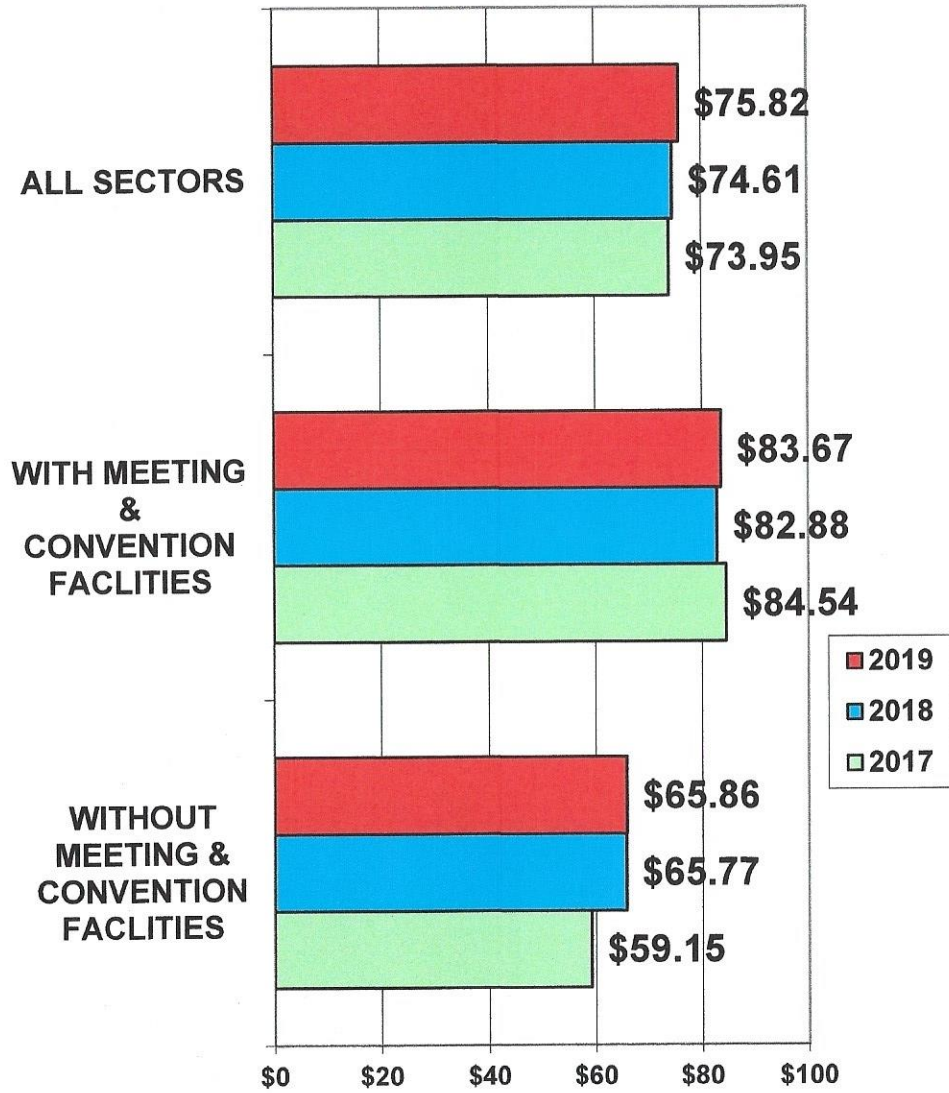
## VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES JANUARY 2017 - 2019



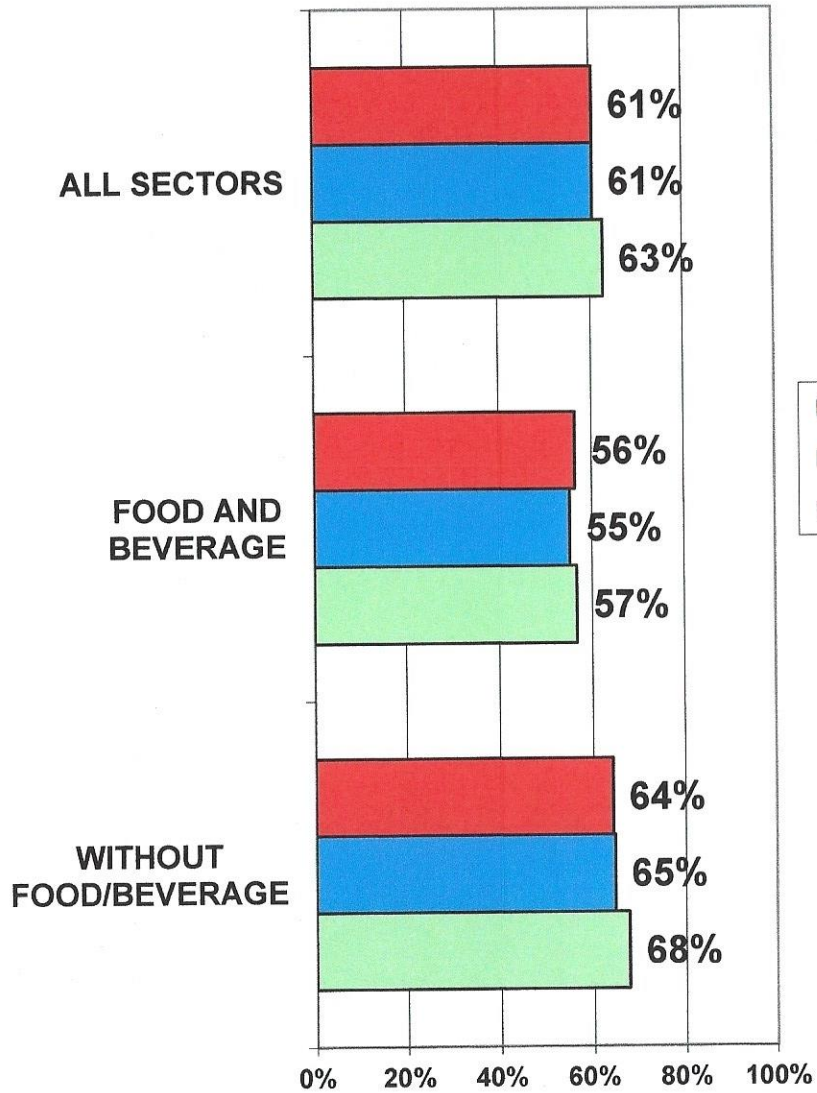
## VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES JANUARY 2017 - 2019



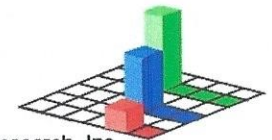
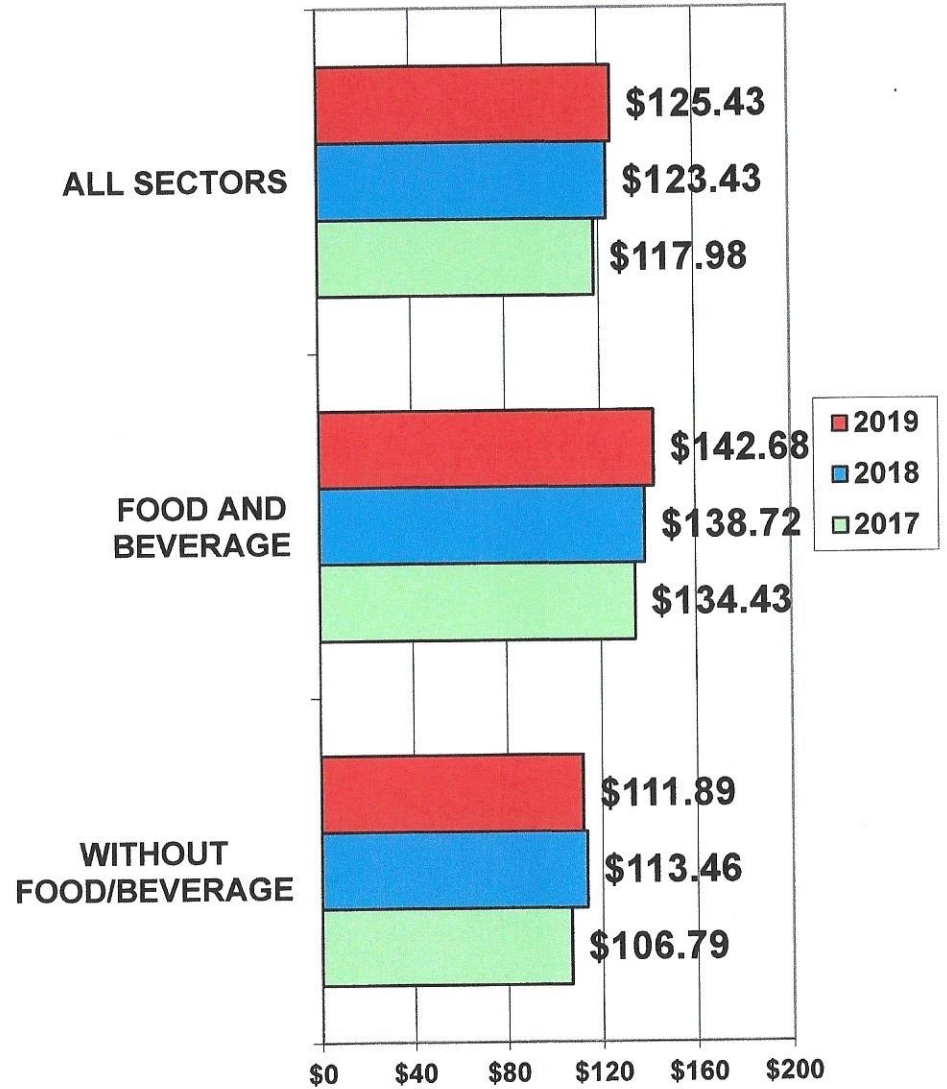
**VOLUSIA REV/PAR  
BY MEETING & CONVENTION  
FACILITIES - JANUARY 2017 - 2019**



**VOLUSIA OCCUPANCY  
BY FOOD AND/OR BEVERAGE  
FACILITIES - JANUARY 2017 - 2019**

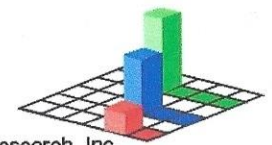
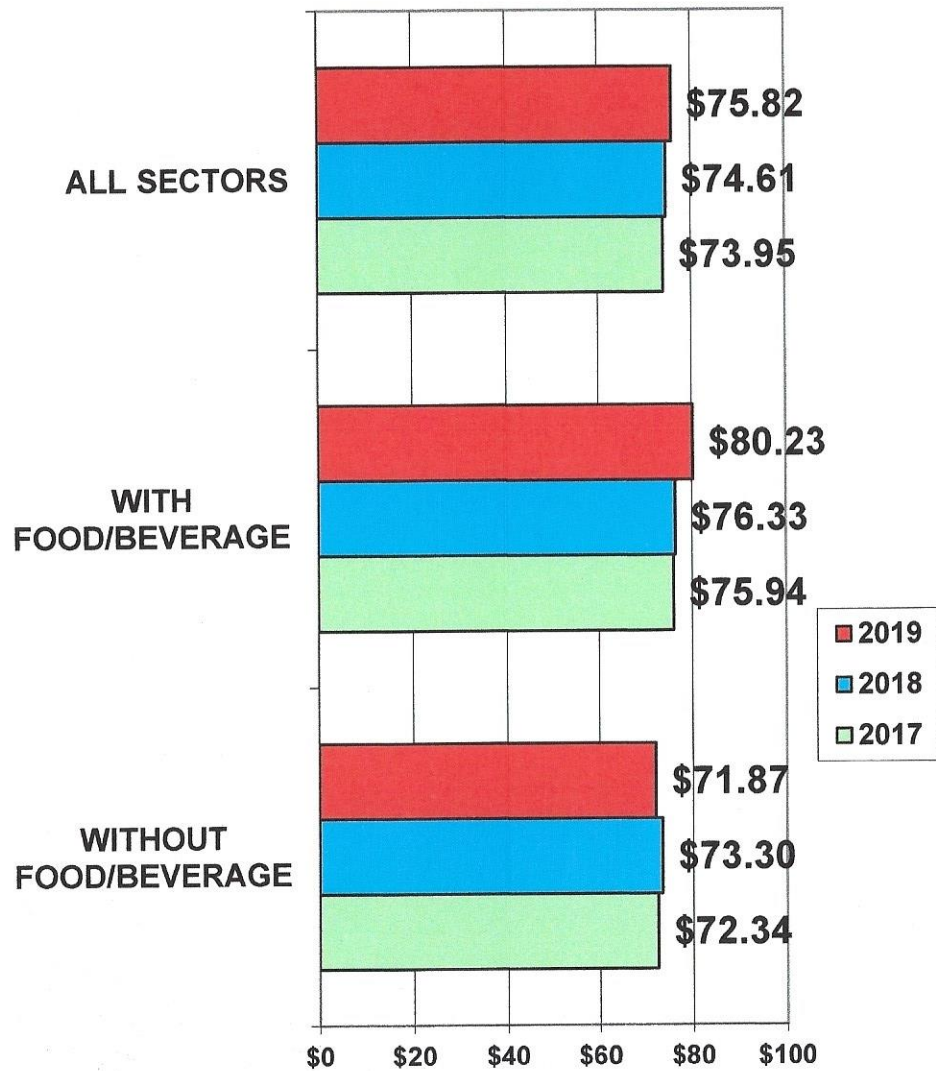


**VOLUSIA AVERAGE DAILY RATE  
BY FOOD AND/OR BEVERAGE  
FACILITIES - JANUARY 2017 - 2019**

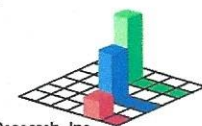
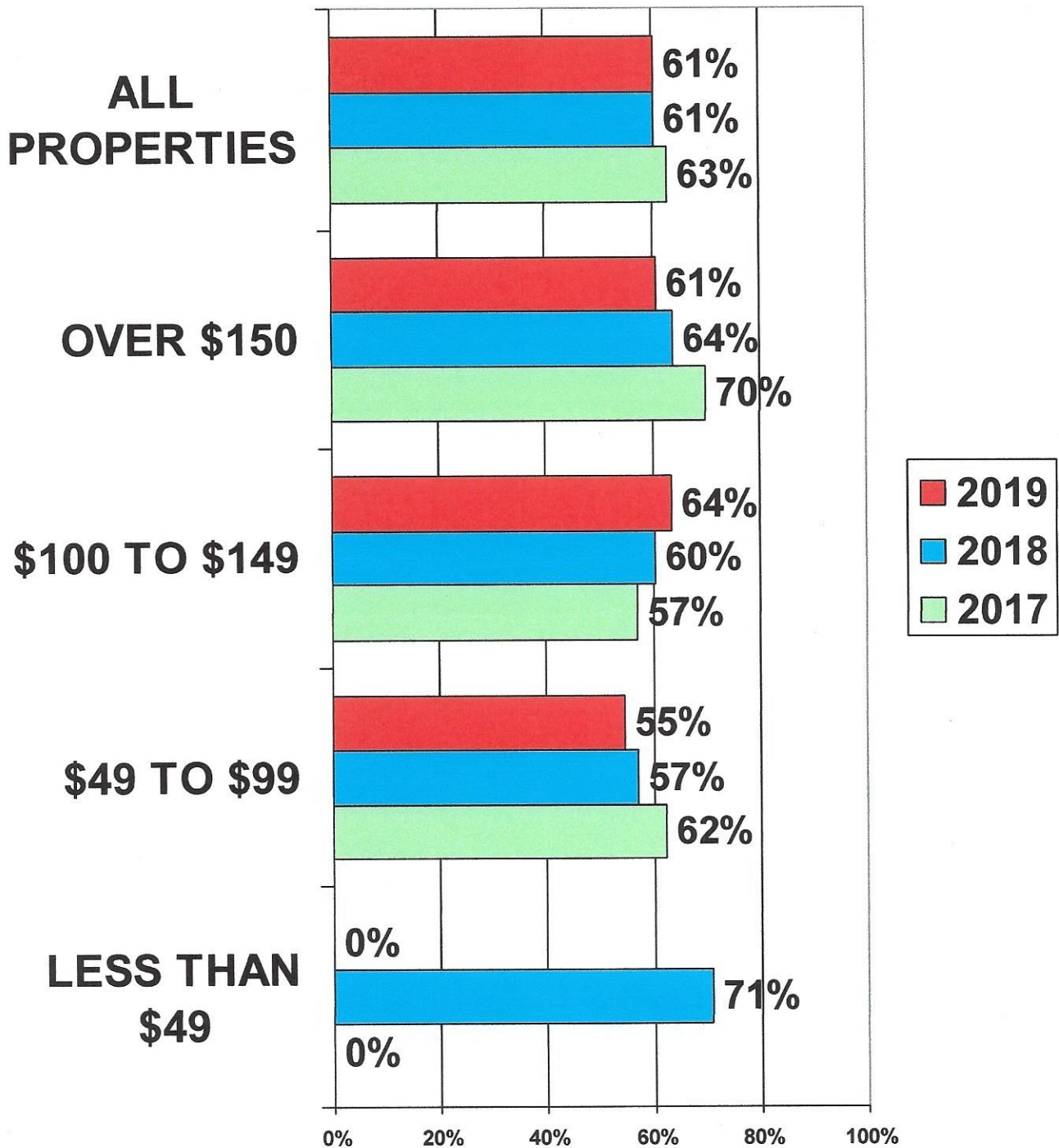




## VOLUSIA REV/PAR BY FOOD/BEVERAGE - JANUARY 2017 - 2019

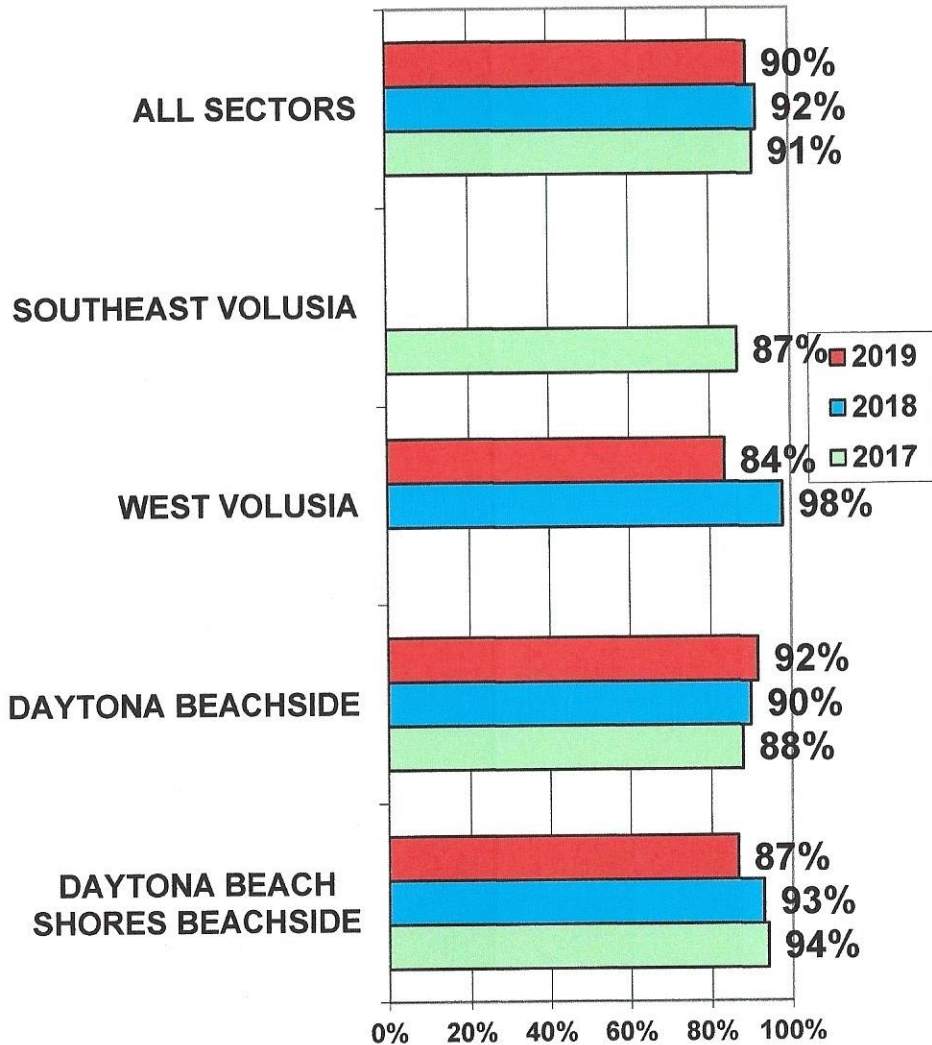


# VOLUSIA HOTEL/MOTEL OCCUPANCY BY PRICE RANGE - JANUARY 2017 - 2019

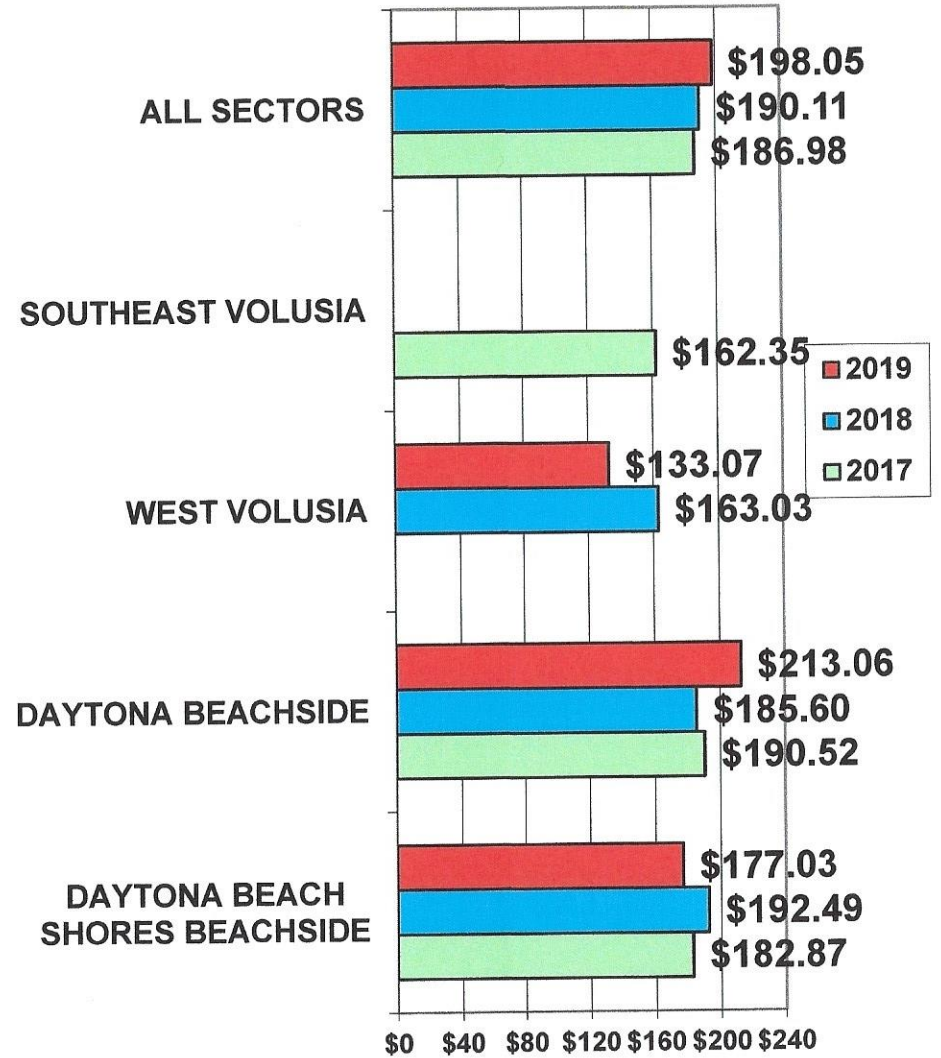


Mid-Florida Marketing & Research, Inc.

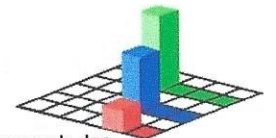
### VOLUSIA OCCUPANCY BY AREA SECTORS - ROLEX 24 HOURS 2017 - 2019



### VOLUSIA AVERAGE DAILY RATE BY AREA SECTORS - ROLEX 24 HOURS 2017 - 2019

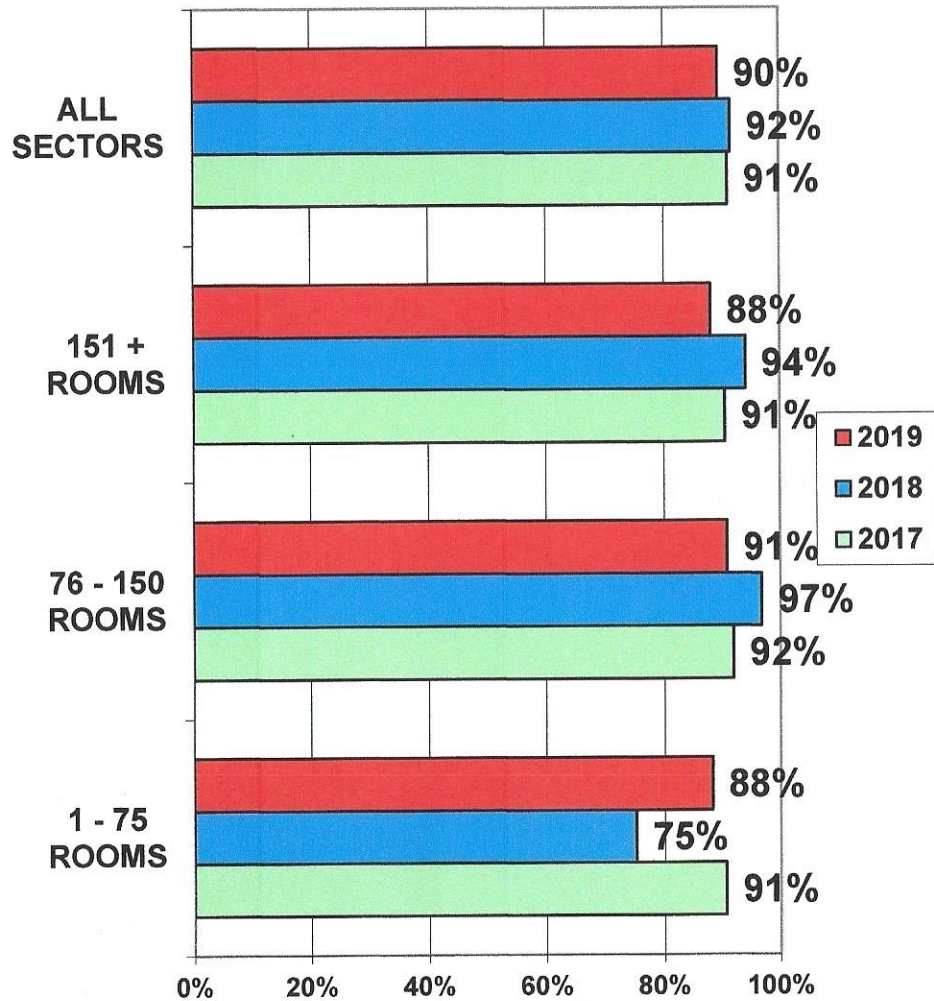


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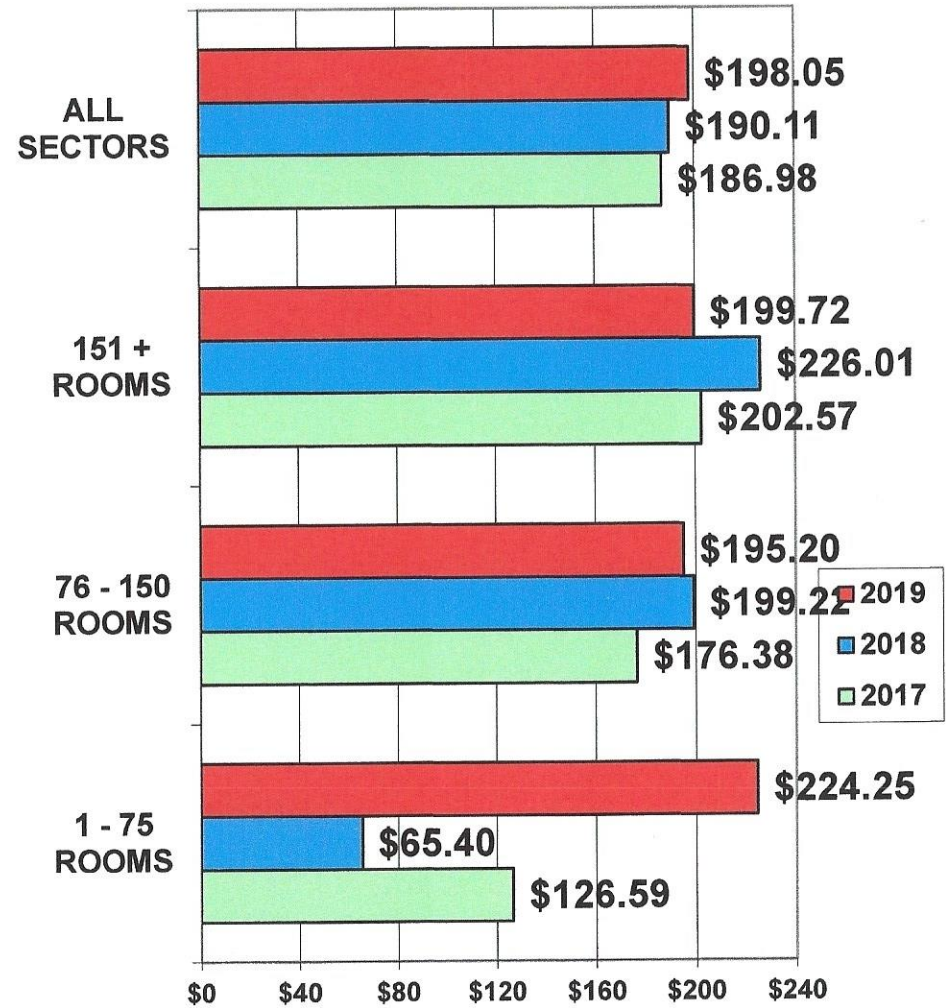




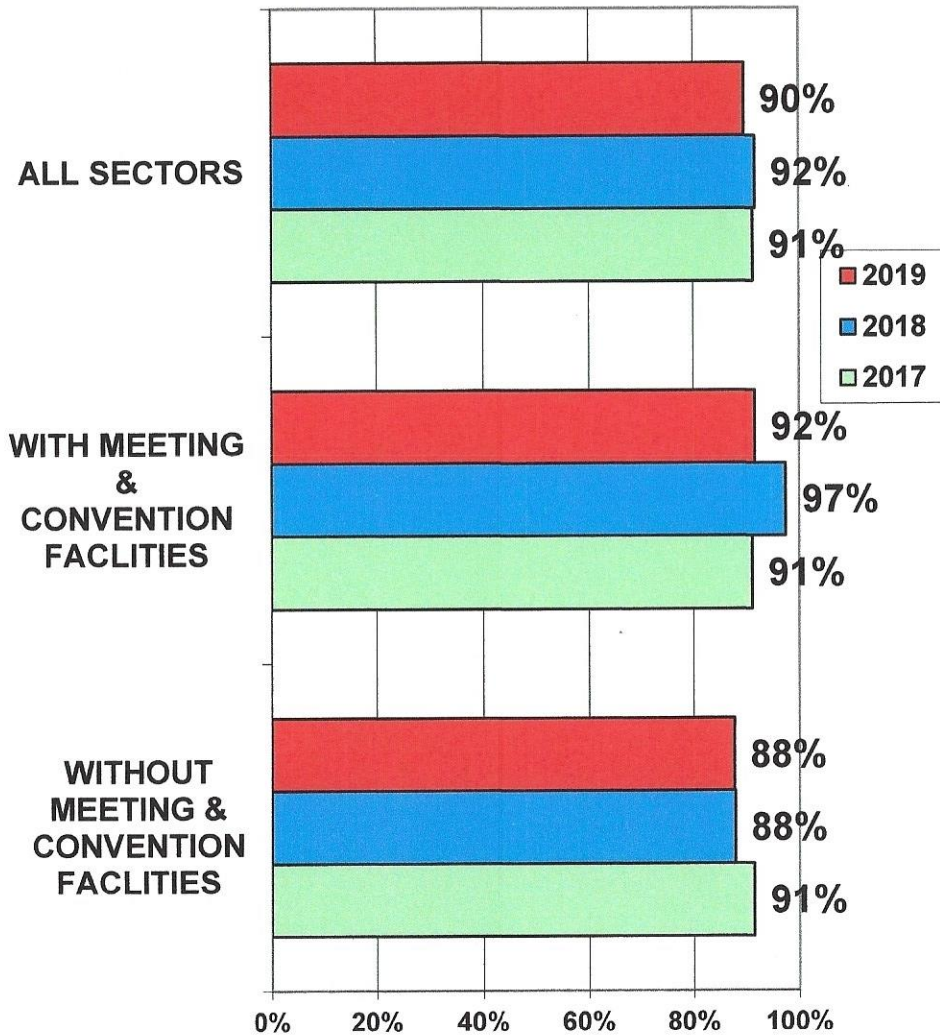
## VOLUSIA OCCUPANCY BY PROPERTY SIZE - ROLEX 24 HOURS 2017 - 2019



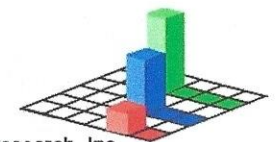
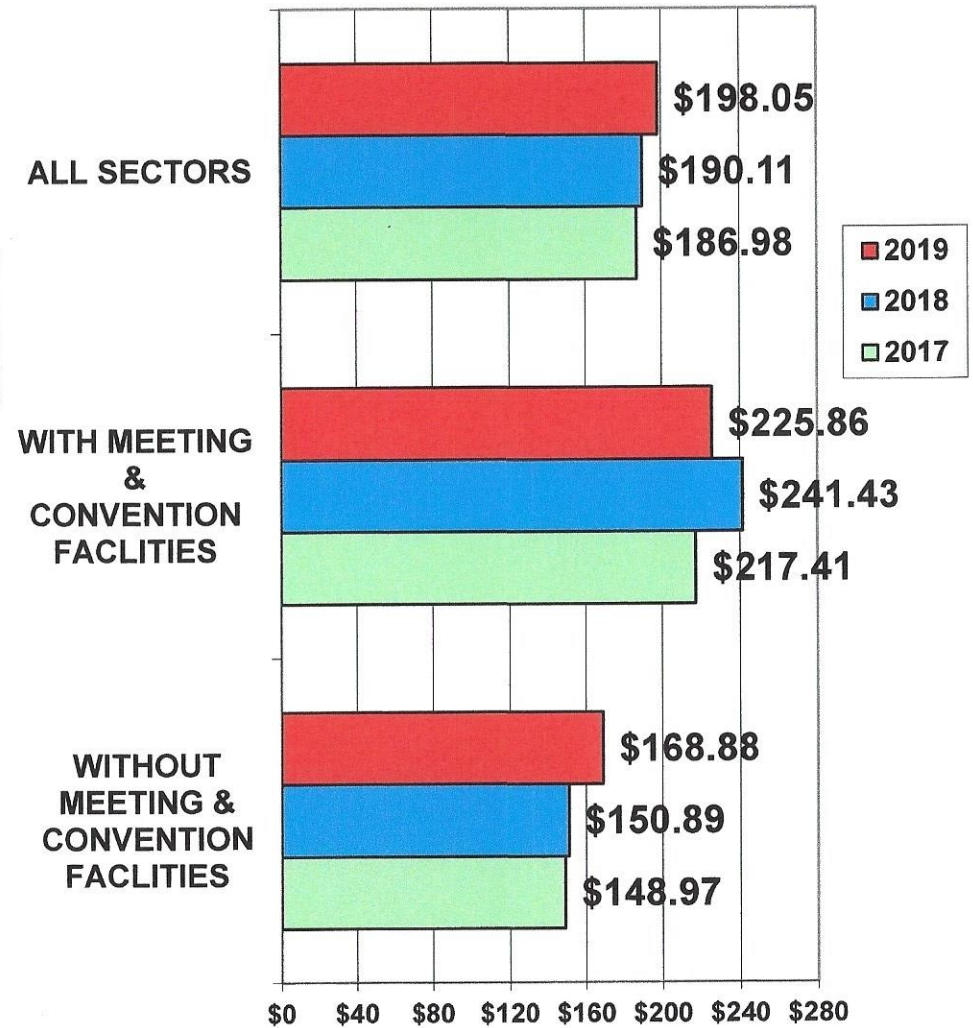
## VOLUSIA OCCUPANCY BY PROPERTY SIZE - ROLEX 24 HOURS 2017 - 2019



**VOLUSIA OCCUPANCY  
BY MEETING & CONVENTION FACILITIES  
ROLEX 24 HOURS 2017 - 2019**

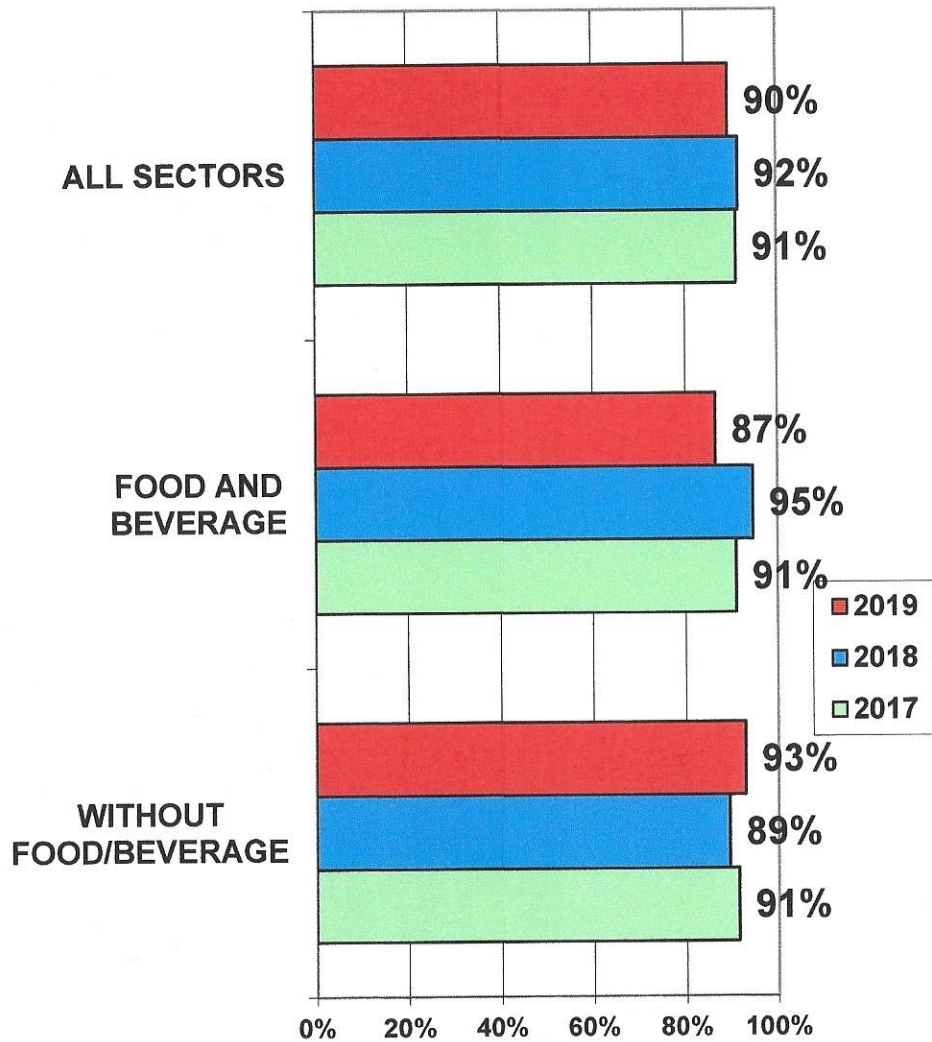


**VOLUSIA AVERAGE DAILY RATE BY  
MEETING & CONVENTION FACILITIES  
ROLEX 24 HOURS 2017 - 2019**

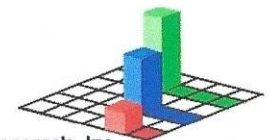
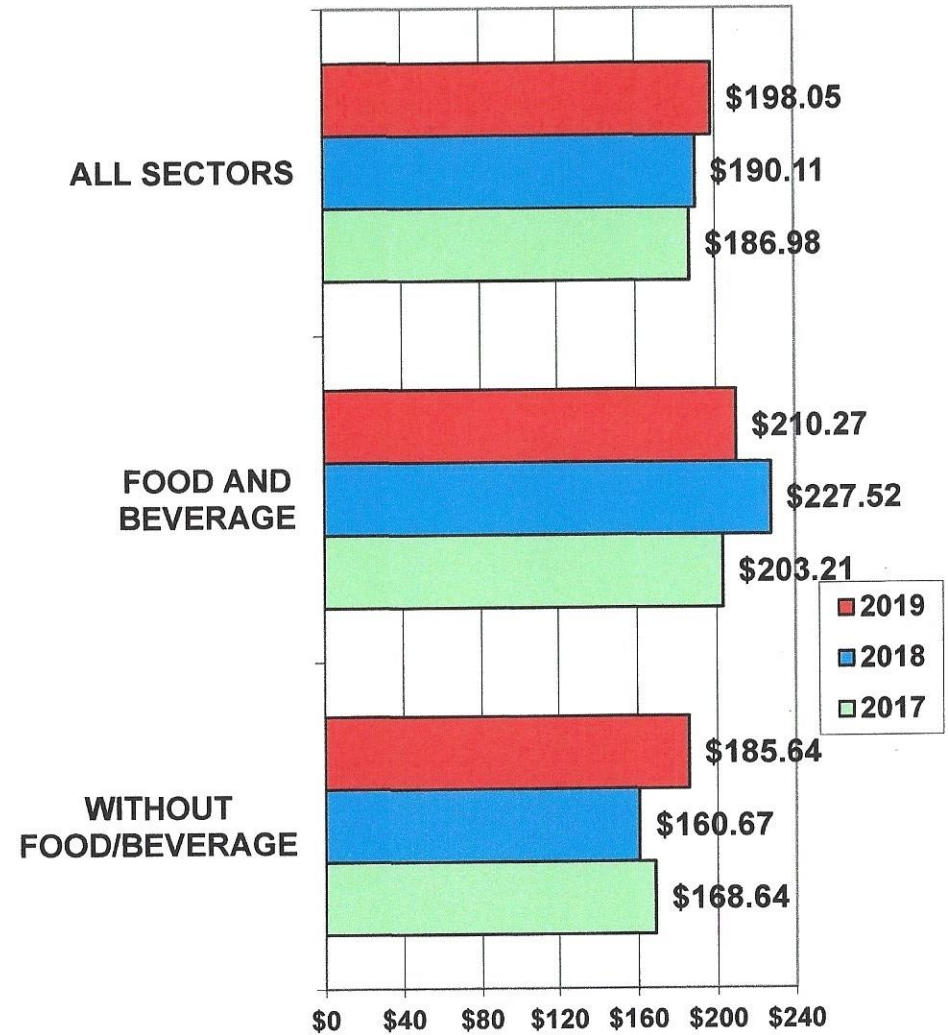




**VOLUSIA OCCUPANCY  
BY FOOD AND BEVERAGE  
ROLEX 24 HOURS 2017 - 2019**



**VOLUSIA AVERAGE DAILY RATE  
BY FOOD AND BEVERAGE  
ROLEX 24 HOURS 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											
BEST WESTERN PLUS AKU TIKI	132	X											
EL CARIBE RESORT & CONF. CENTER	112	X											
HAMPTON DAYTONA SHORES OCEANFRONT	111	X											
HOLIDAY INN EXPRESS AND SUITES OCEANFRONT	100	X											
HYATT PLACE	143	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											
<b>DAYTONA BEACHSIDE</b>													
BEST WESTERN DAYTONA INN SEABREEZE	96	X											
DAYTONA BEACH REGENCY	98	X											
DAYTONA BEACH RESORT	303	X											
HARD ROCK HOTEL	200	X											
HILTON DAYTONA BEACH RESORT	742	X											
HILTON GARDEN INN DAYTONA BEACH OCEANFRONT	144	X											
HOLIDAY INN & SUITES DAYTONA BEACH 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											
WYNDHAM OCEAN WALK	127	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											
CORAL SANDS OCEAN FRONT	102	X											
COVE ON ORMOND BEACH	112	X											
<b>HIGHWAY I-95 INTERSECTIONS</b>													
BEST WESTERN SPEEDWAY	151	X											
*COUNTRY INN & SUITES PORT ORANGE	87	X											
CLARION INN DESTINATION DAYTONA	79												
LA QUINTA INN	143												
SLEEP INN	82	X											
<b>AIRPORT/SPEEDWAY DISTRICT</b>													
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											
<b>WEST VOLUSIA</b>													
ALLING HOUSE BED AND BREAKFAST ORANGE CITY	8	X											
ARTISAN DOWNTOWN	14	X											
COMFORT INN DELAND	68	X											
DAYS INN ORANGE CITY	37												
HAMPTON INN DEBARY	76	X											
HAMPTON INN DELAND	94	X											
HOLIDAY IN EXPRESS ORANGE CITY	114	X											
HONTOON LANDING	18	X											
<b>SE VOLUSIA</b>													
BEST WESTERN HOTEL	101	X											
COASTAL WATERS INN	40												
*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

\*\*Undergoing renovation or construction

