

Memo

To: HAAA
From: Evelyn Fine
Date: September 6, 2019
Subject: July 2019 Occupancy & Average Daily Rate Report

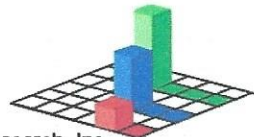
Overall Daytona Beach Area Occupancy decreased about 4%, to 79% in July 2019 from 82% in July 2018.

The Daytona Beach Area Average Daily Rate decreased about 1%, to \$143.41 in July 2019 from \$144.48 in July 2018.

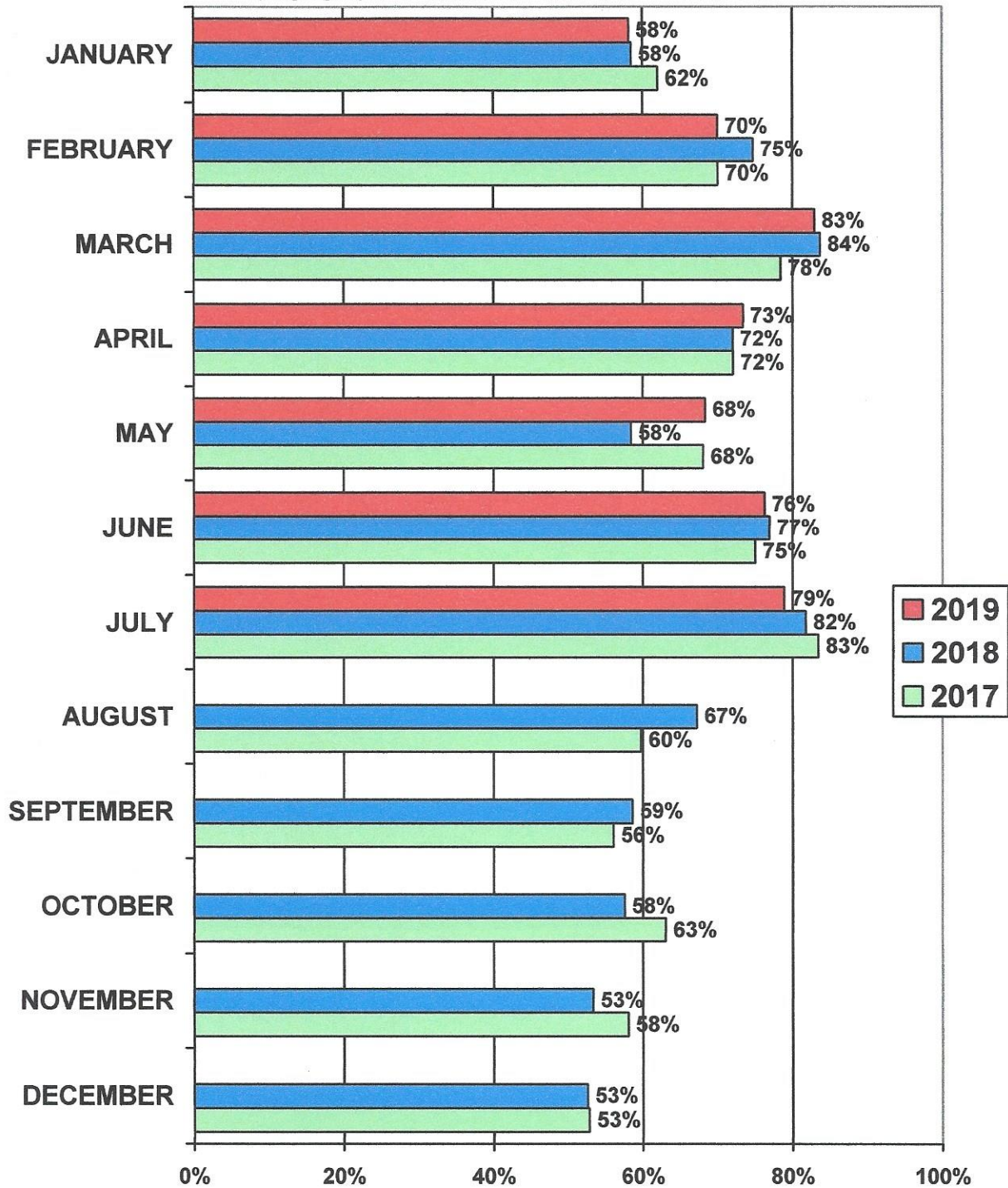
The Daytona Beach Area Revenue per Available Room decreased about 4%, to \$113.07 in July 2019 from \$118.09 in July 2018.

The Coke Zero Sugar 400 was held at the Daytona International Speedway during the 4th of July Weekend.

EF/LK



HALIFAX AREA HOTEL/MOTEL OCCUPANCY 2017 - 2019

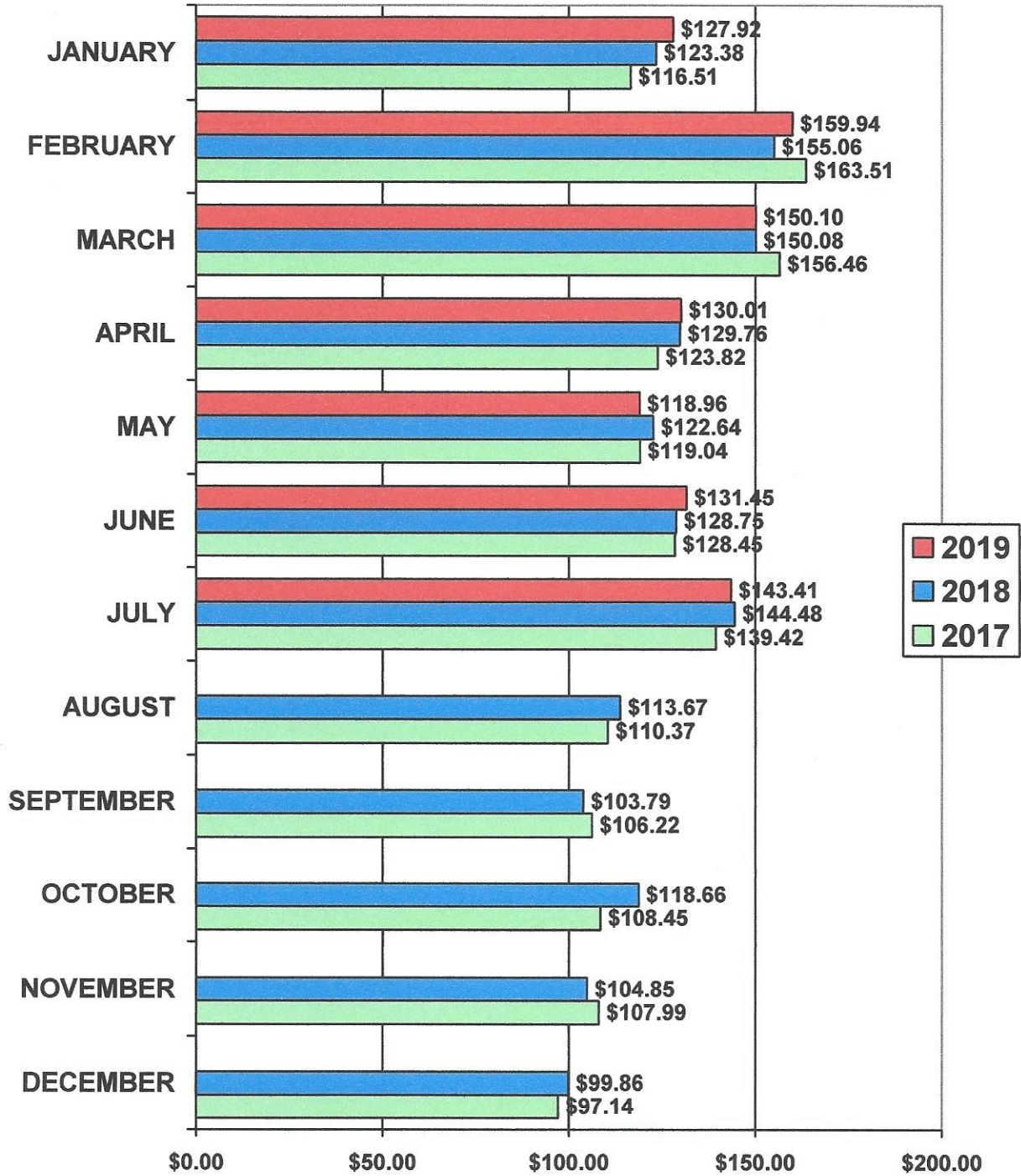


2019 YTD AVG. 73%
2018 YTD AVG. 72%
2017 YTD AVG. 73%

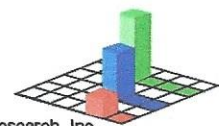
JULY 2019 HIGH 96%
JULY 2019 LOW 57%



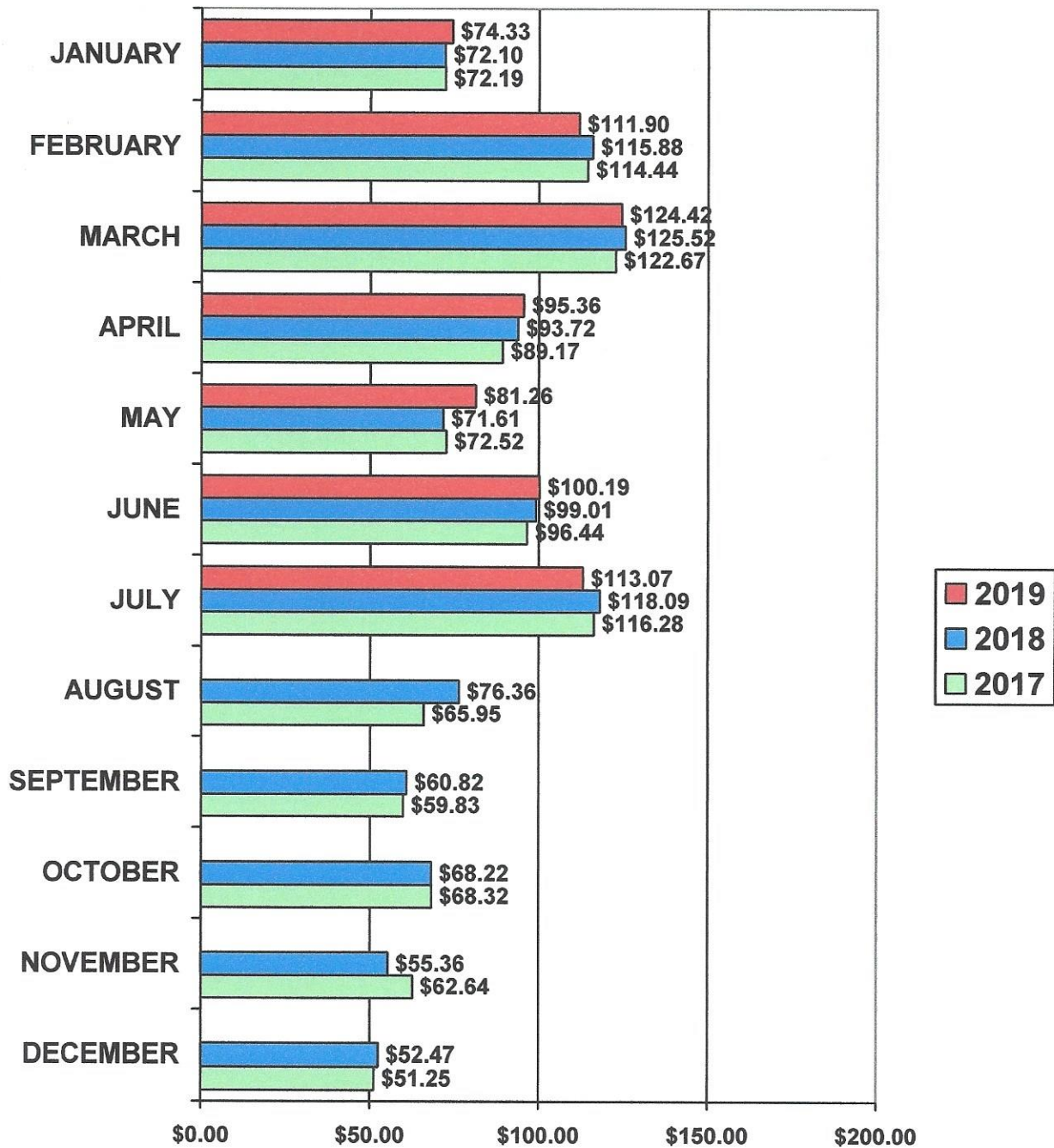
HALIFAX AREA HOTEL/MOTEL AVERAGE DAILY RATE 2017 - 2019



2019 YTD AVG. \$138.07 JULY 2019 HIGH \$ 219.49
 2018 YTD AVG. \$137.40 JULY 2019 LOW \$ 72.74
 2017 YTD AVG. \$135.93



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



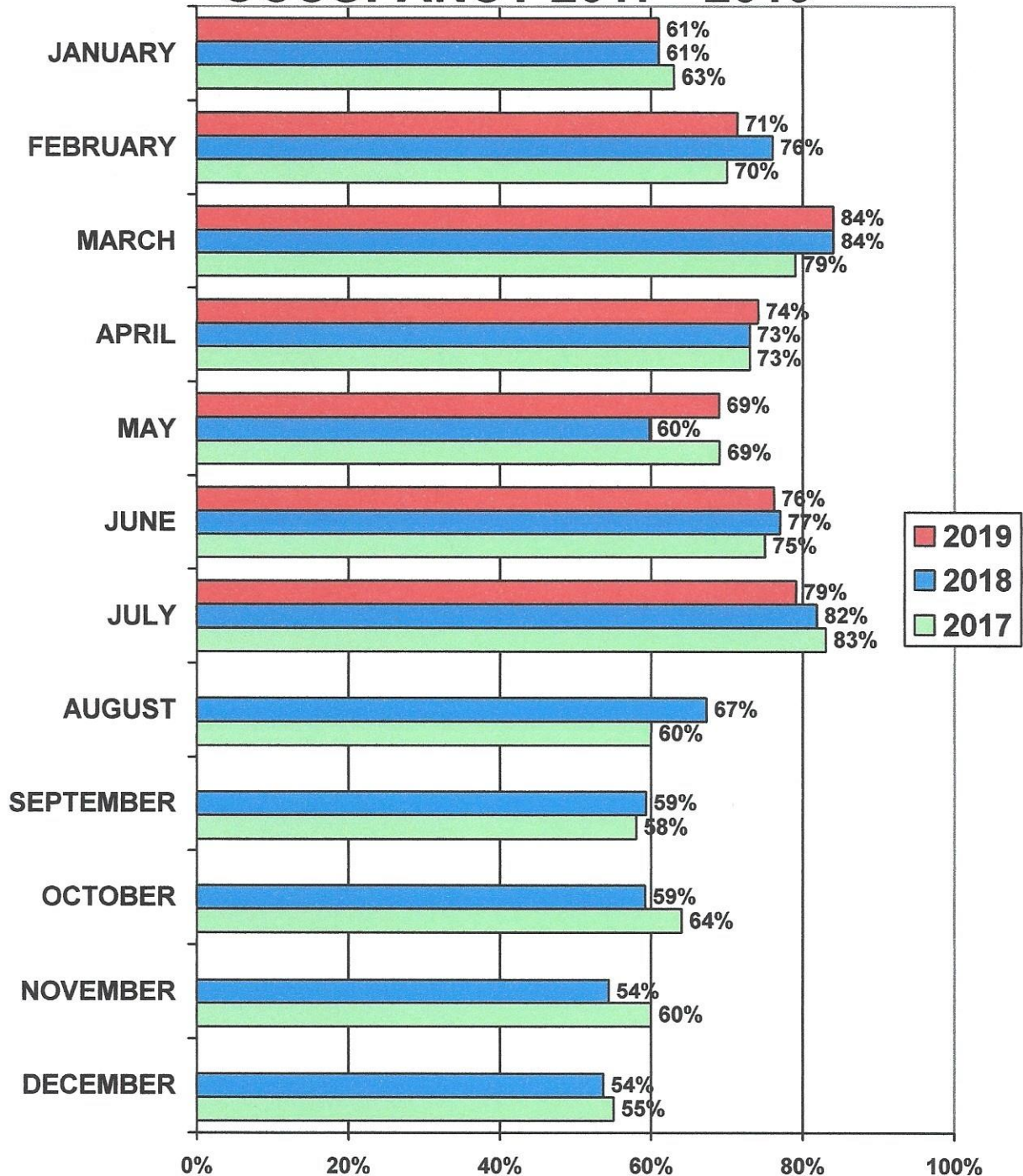
2019 YTD AVG. \$ 100.56

2018 YTD AVG. \$ 99.40

2017 YTD AVG. \$ 97.37



VOLUSIA HOTEL/MOTEL OCCUPANCY 2017 - 2019

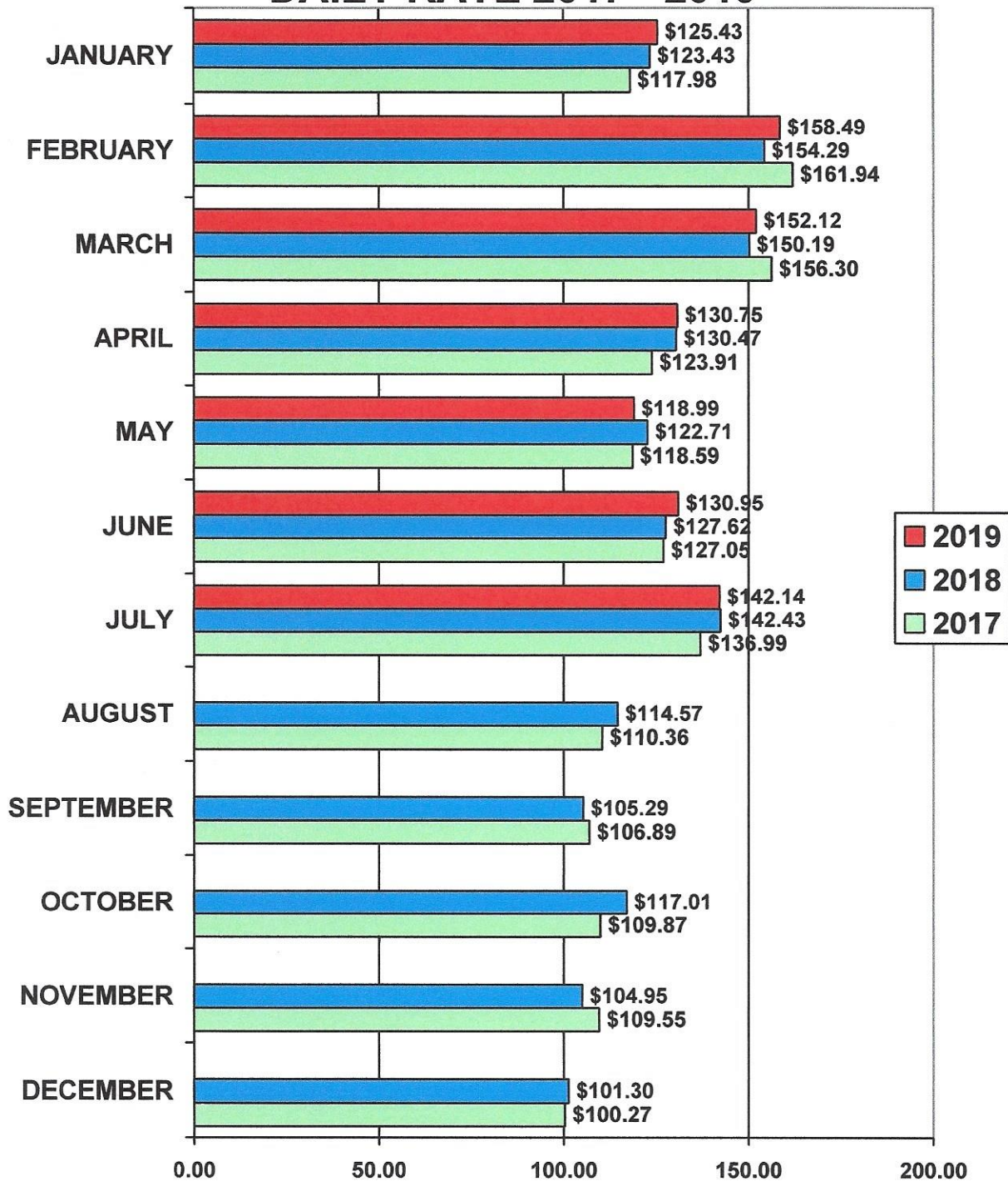


2019 YTD AVG. 74%
2018 YTD AVG. 73%
2017 YTD AVG. 73%

JULY 2019 HIGH 96%
JULY 2019 LOW 42%

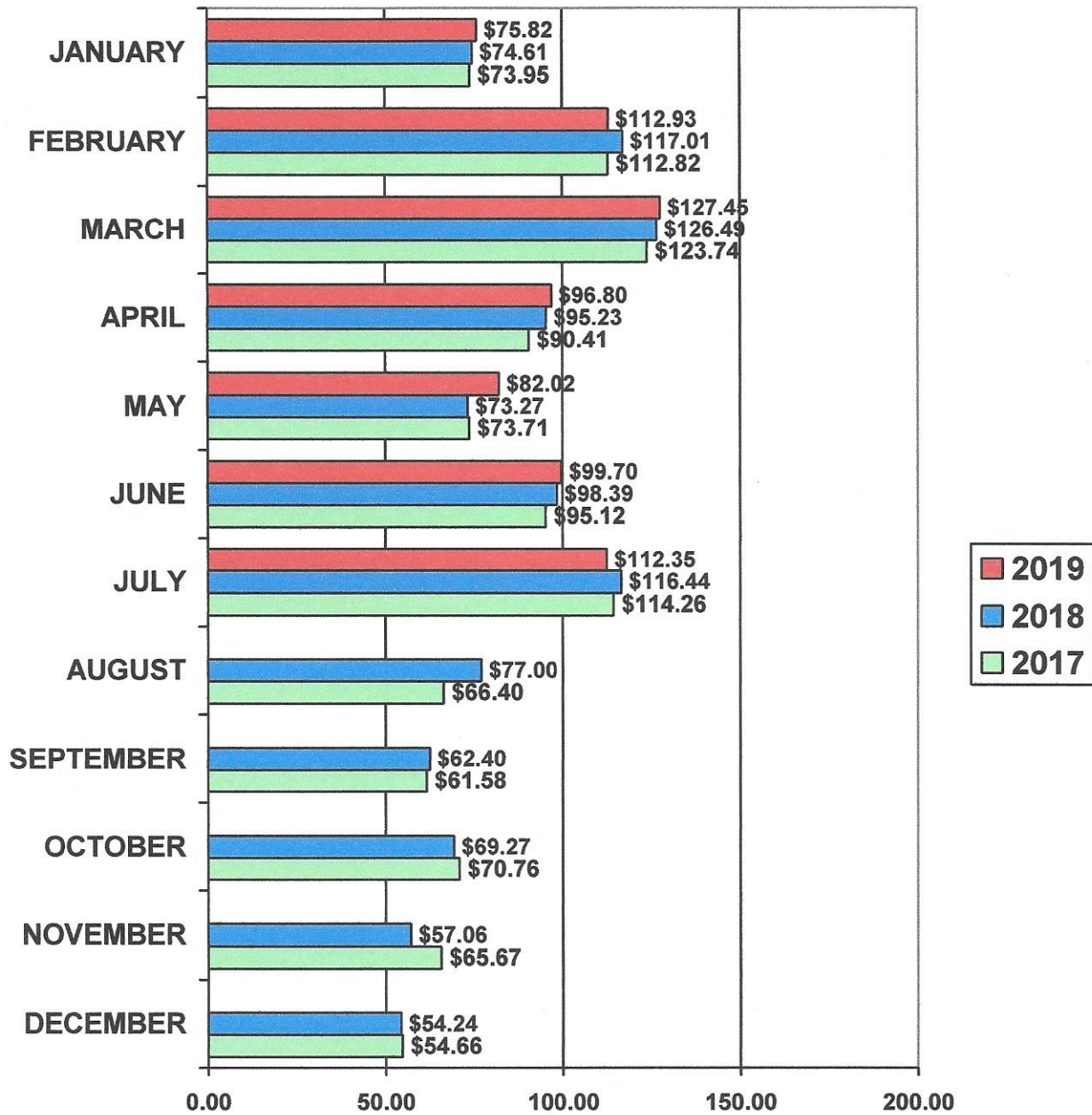


VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2017 - 2019



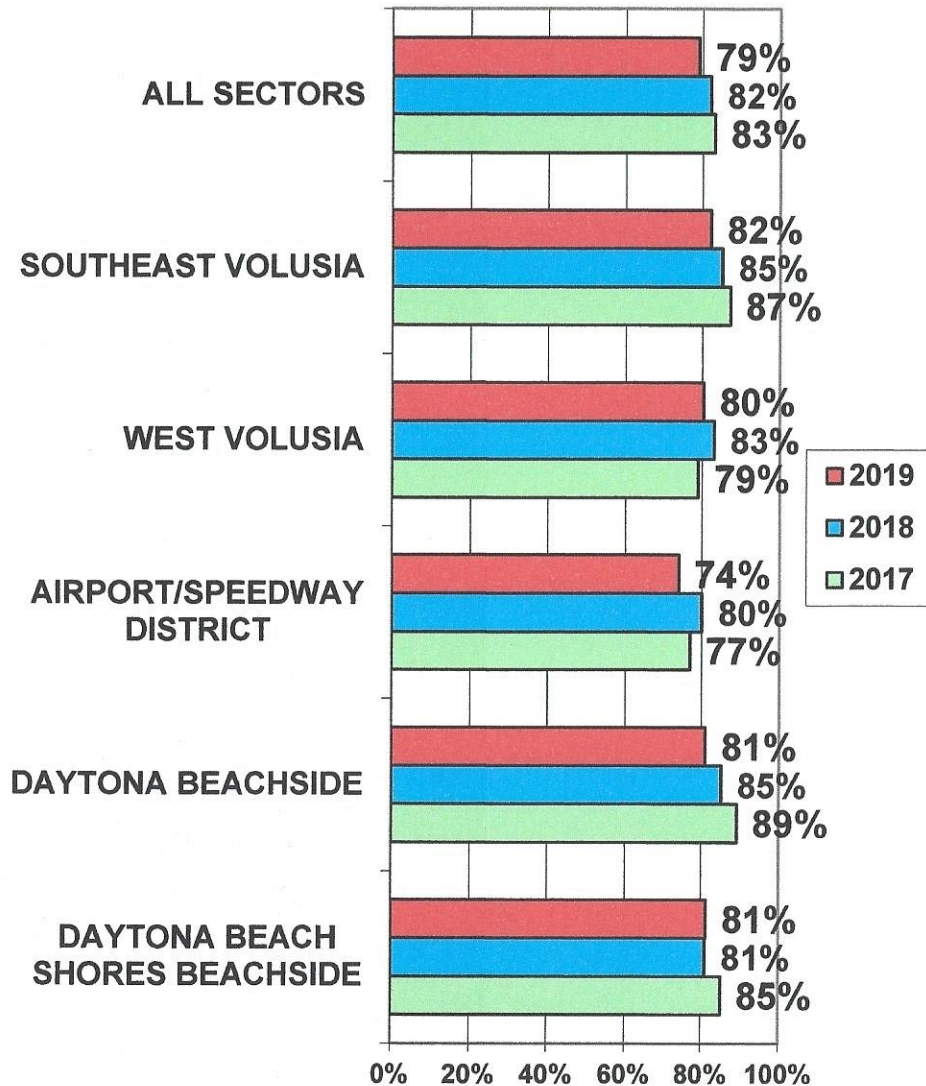
2019 YTD AVG. \$137.58 JULY 2019 HIGH \$ 219.49
 2018 YTD AVG. \$136.85 JULY 2019 LOW \$ 72.74
 2017 YTD AVG. \$135.07

VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2017 - 2019

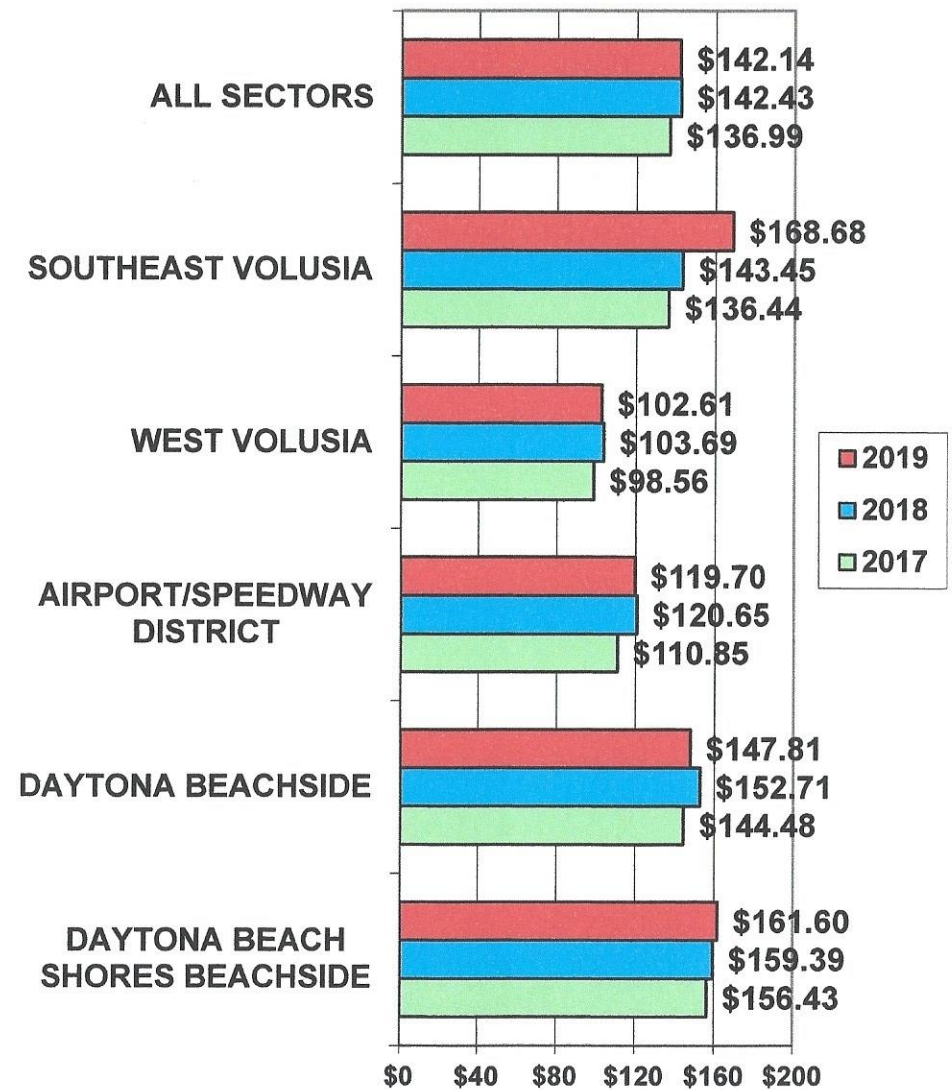


2019 YTD AVG. \$ 101.07
 2018 YTD AVG. \$ 100.12
 2017 YTD AVG. \$ 97.40

VOLUSIA OCCUPANCY BY AREA SECTORS - JULY 2017 - 2019



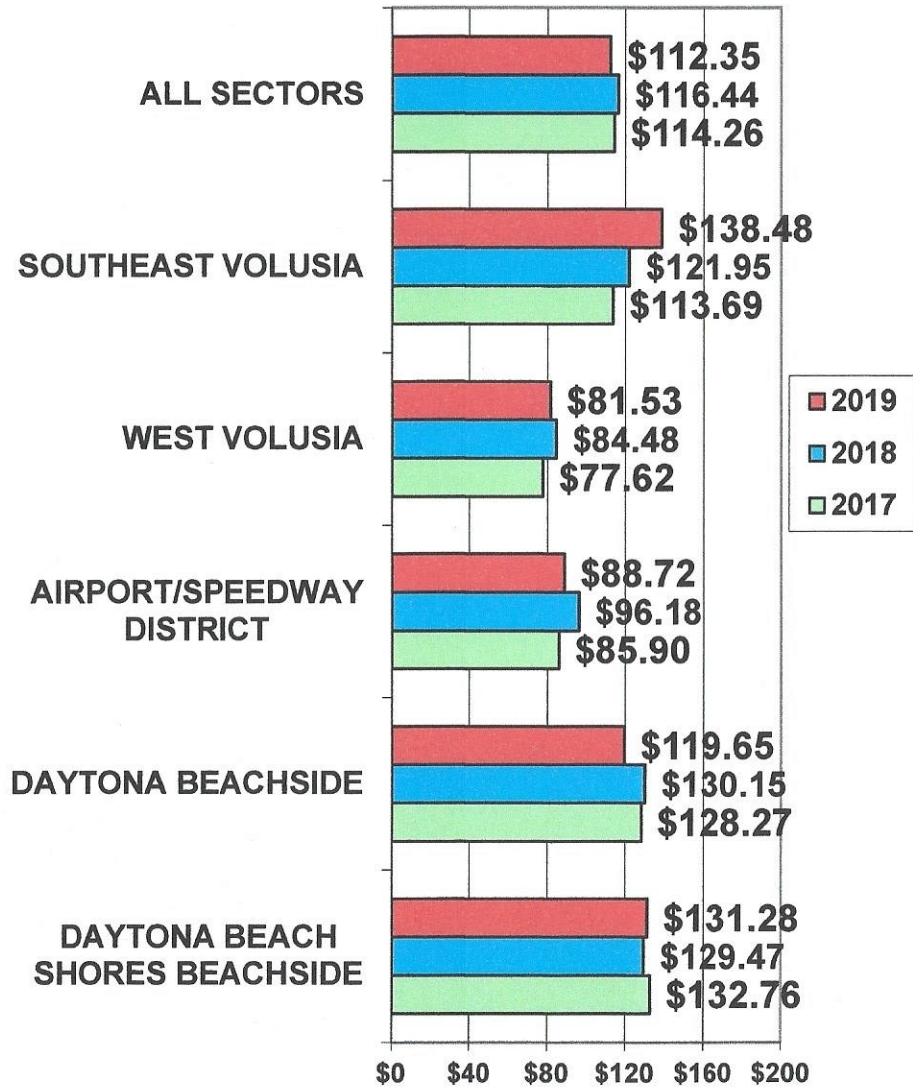
VOLUSIA AVERAGE DAILY RATE BY AREA SECTORS - JULY 2017 - 2019



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



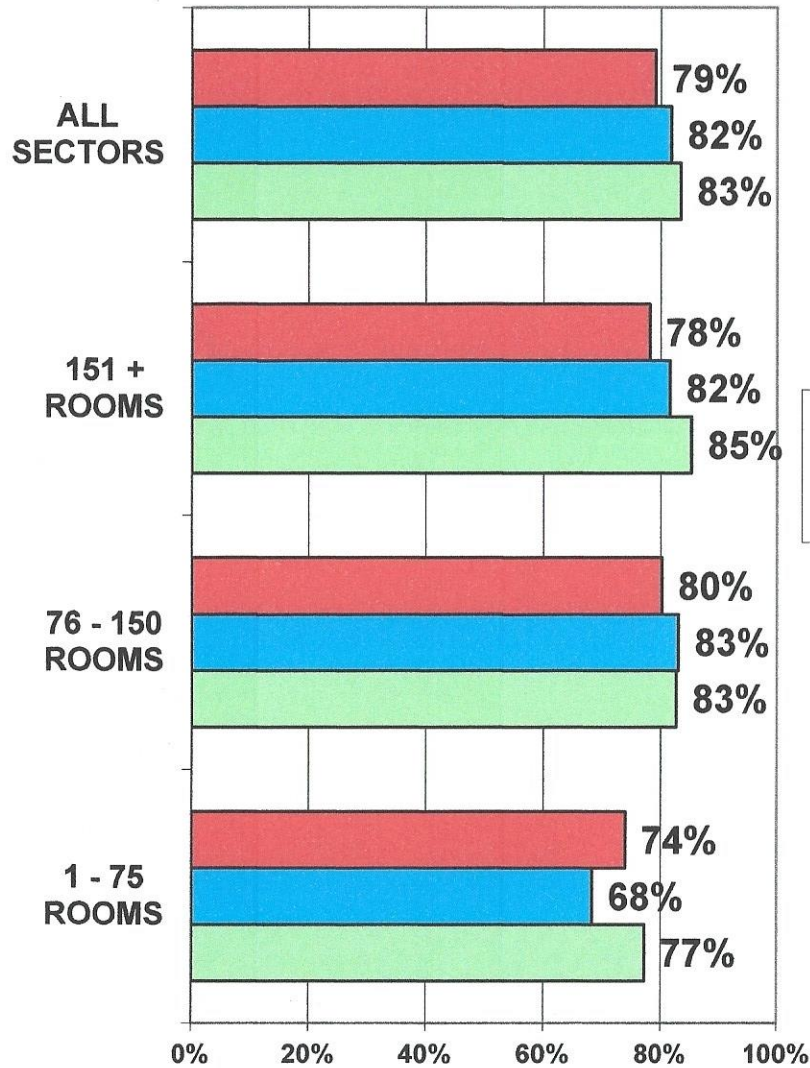
VOLUSIA AVERAGE DAILY RATE BY AREA SECTORS - JULY 2017 - 2019



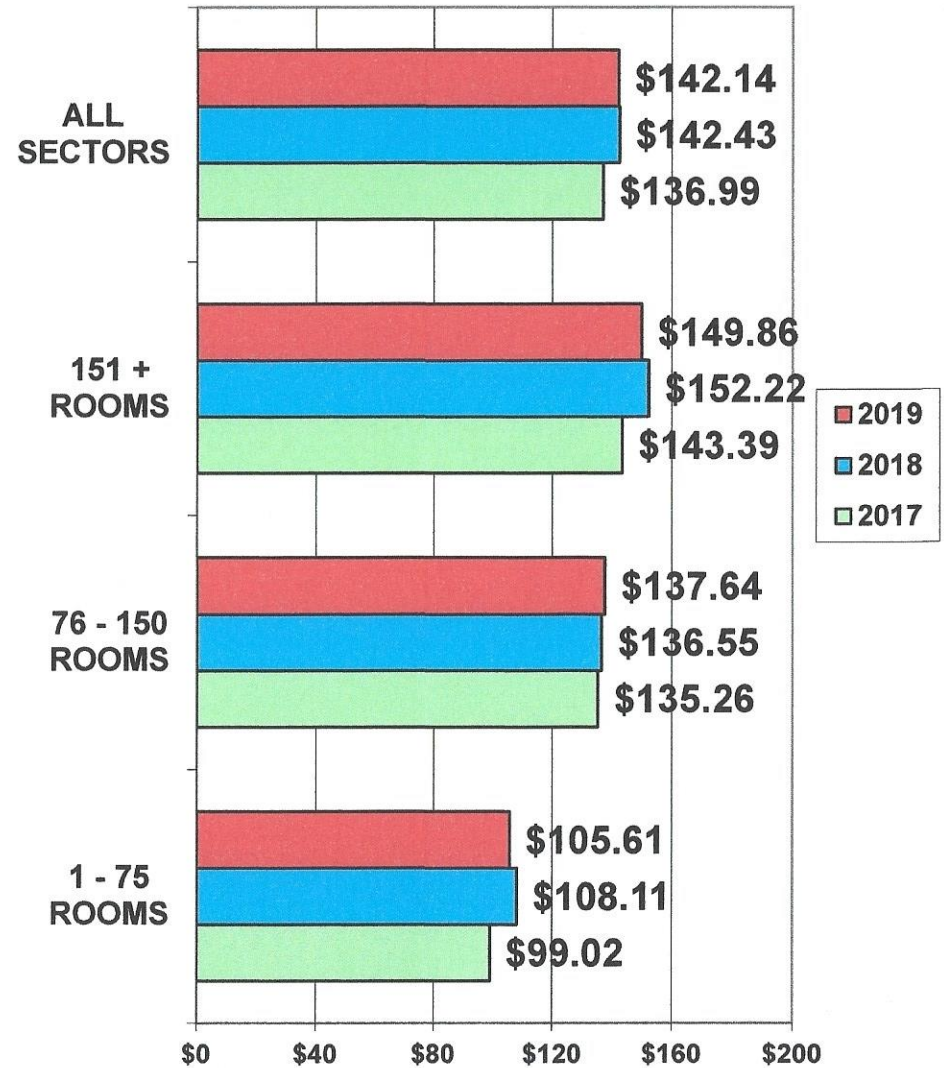
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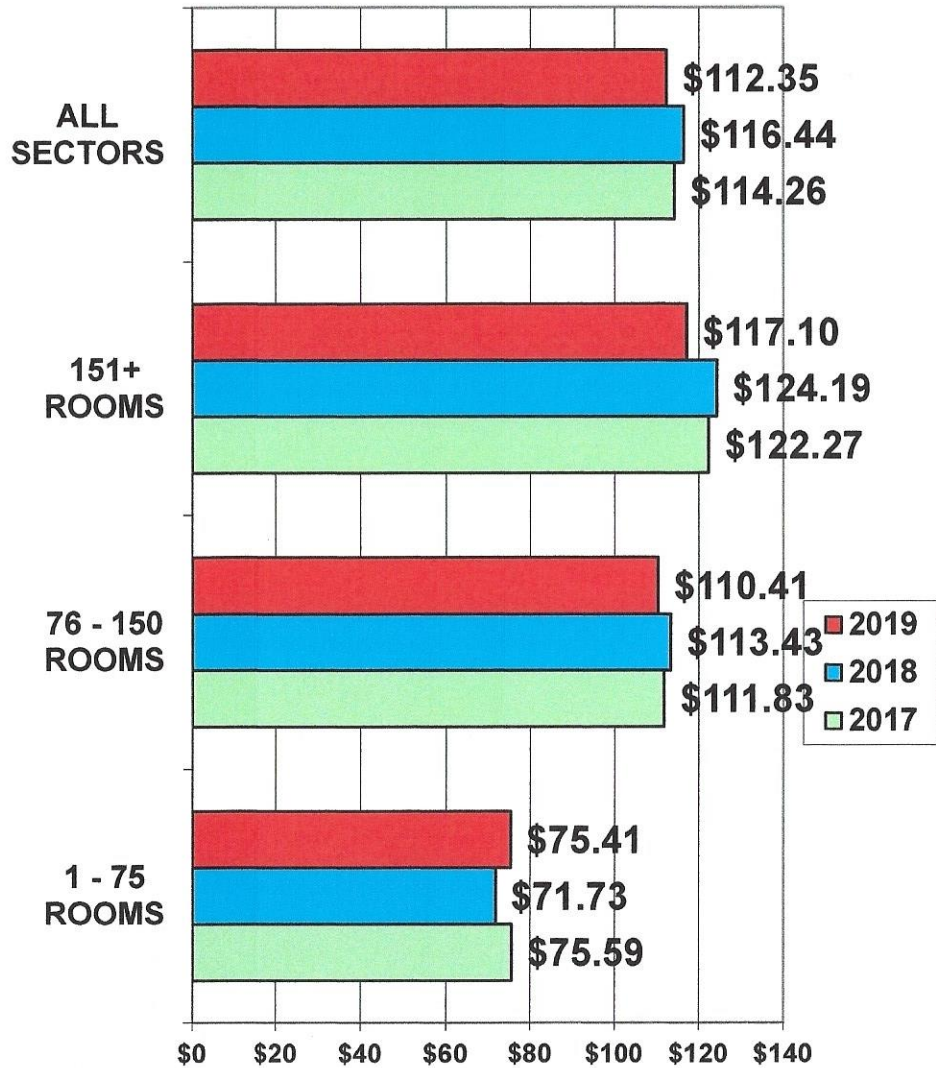
VOLUSIA OCCUPANCY BY PROPERTY SIZE - JULY 2017 - 2019



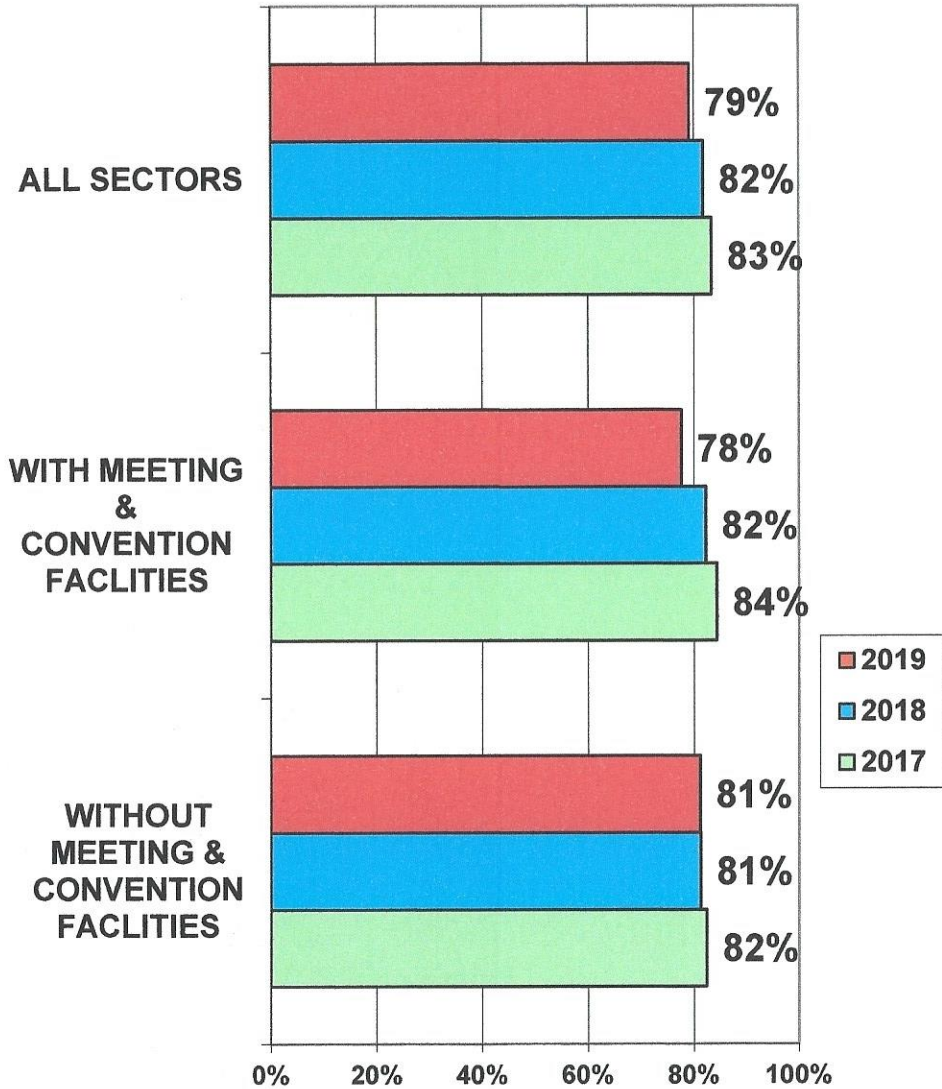
VOLUSIA AVERAGE DAILY RATE BY PROPERTY SIZE - JULY 2017 - 2019



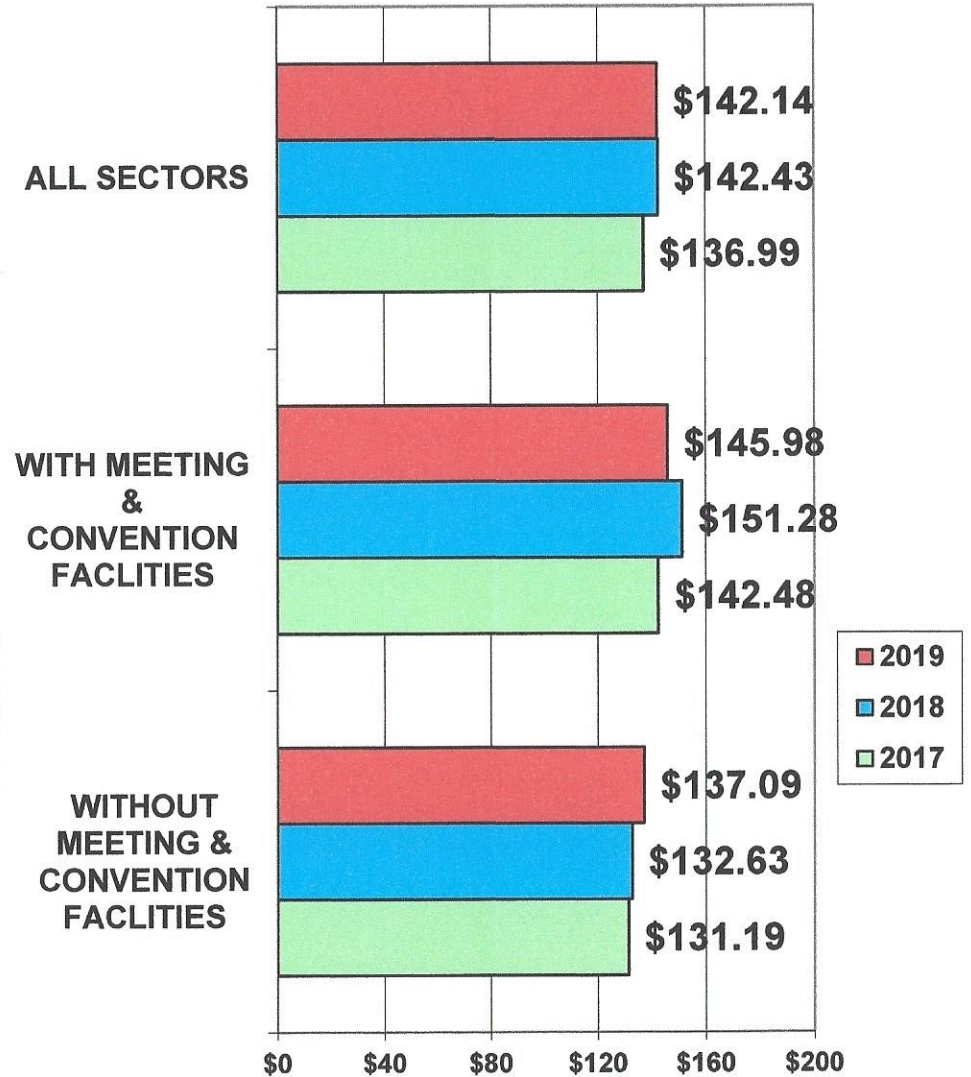
**VOLUSIA REV/PAR BY
PROPERTY SIZE -
JULY 2017 - 2019**



VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - JULY 2017 - 2019



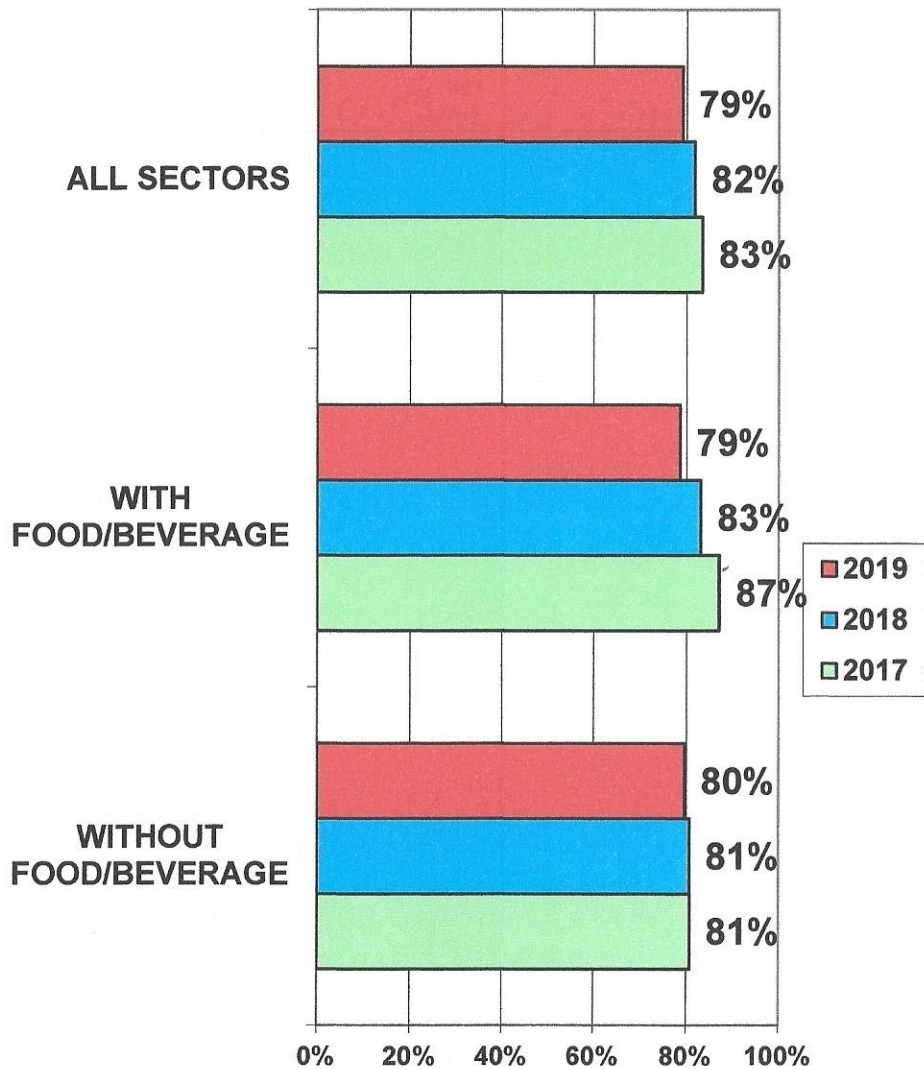
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - JULY 2017 - 2019



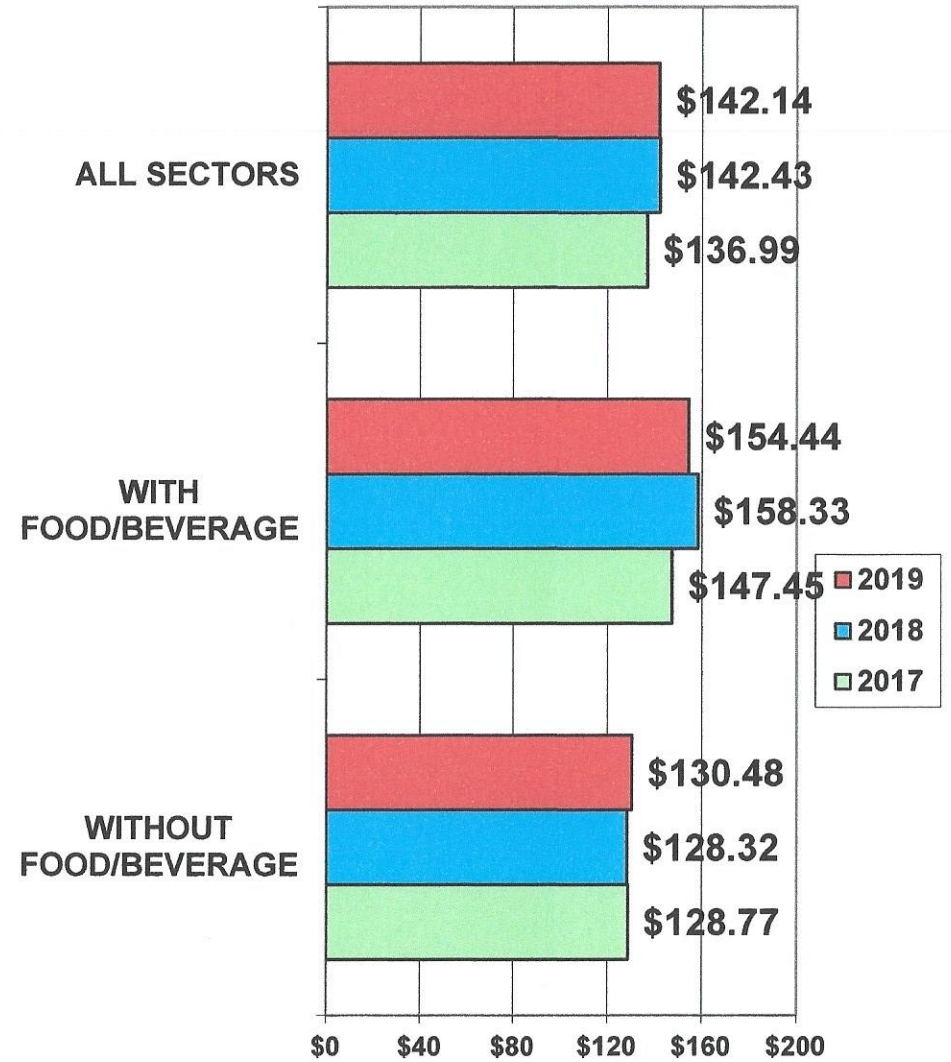
**VOLUSIA REV/PAR BY
MEETING & CONVENTION
FACILITIES - JULY 2017 - 2019**



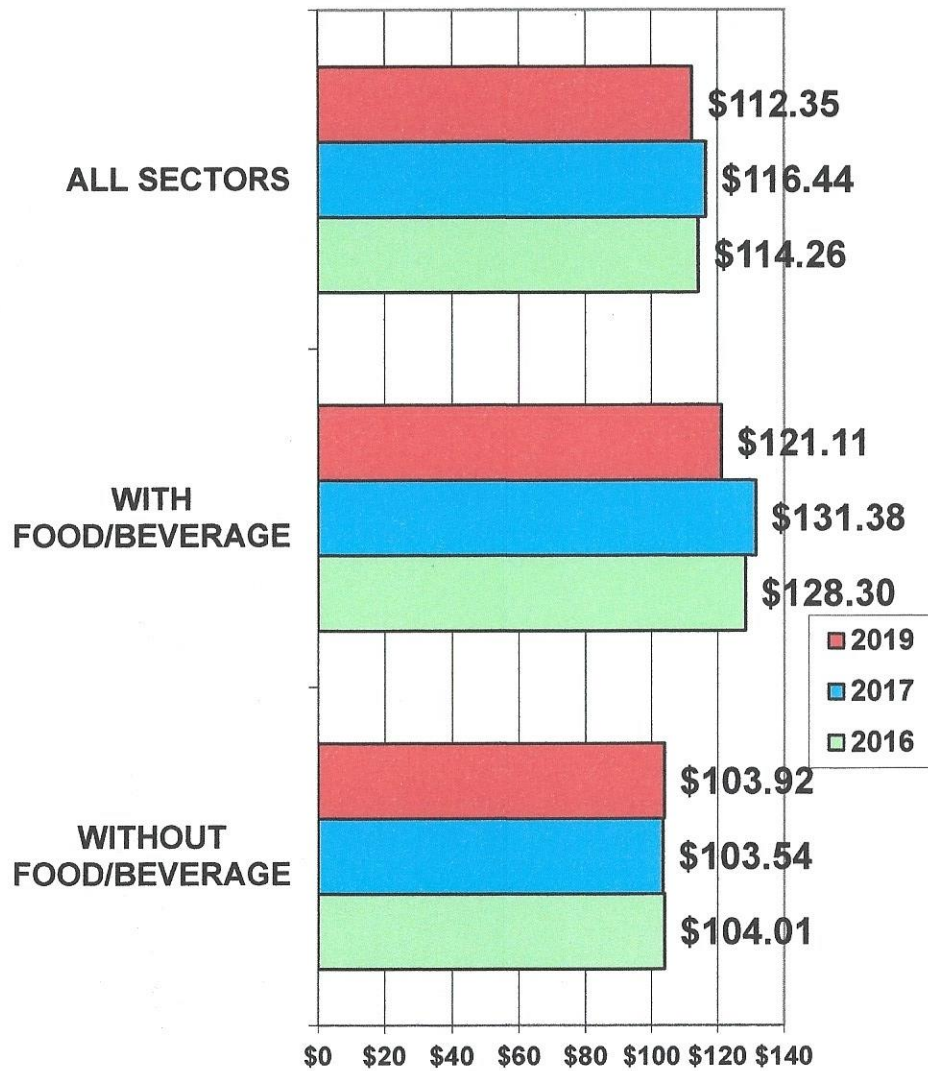
VOLUSIA OCCUPANCY BY FOOD/BEVERAGE - JULY 2017 - 2019



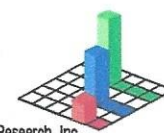
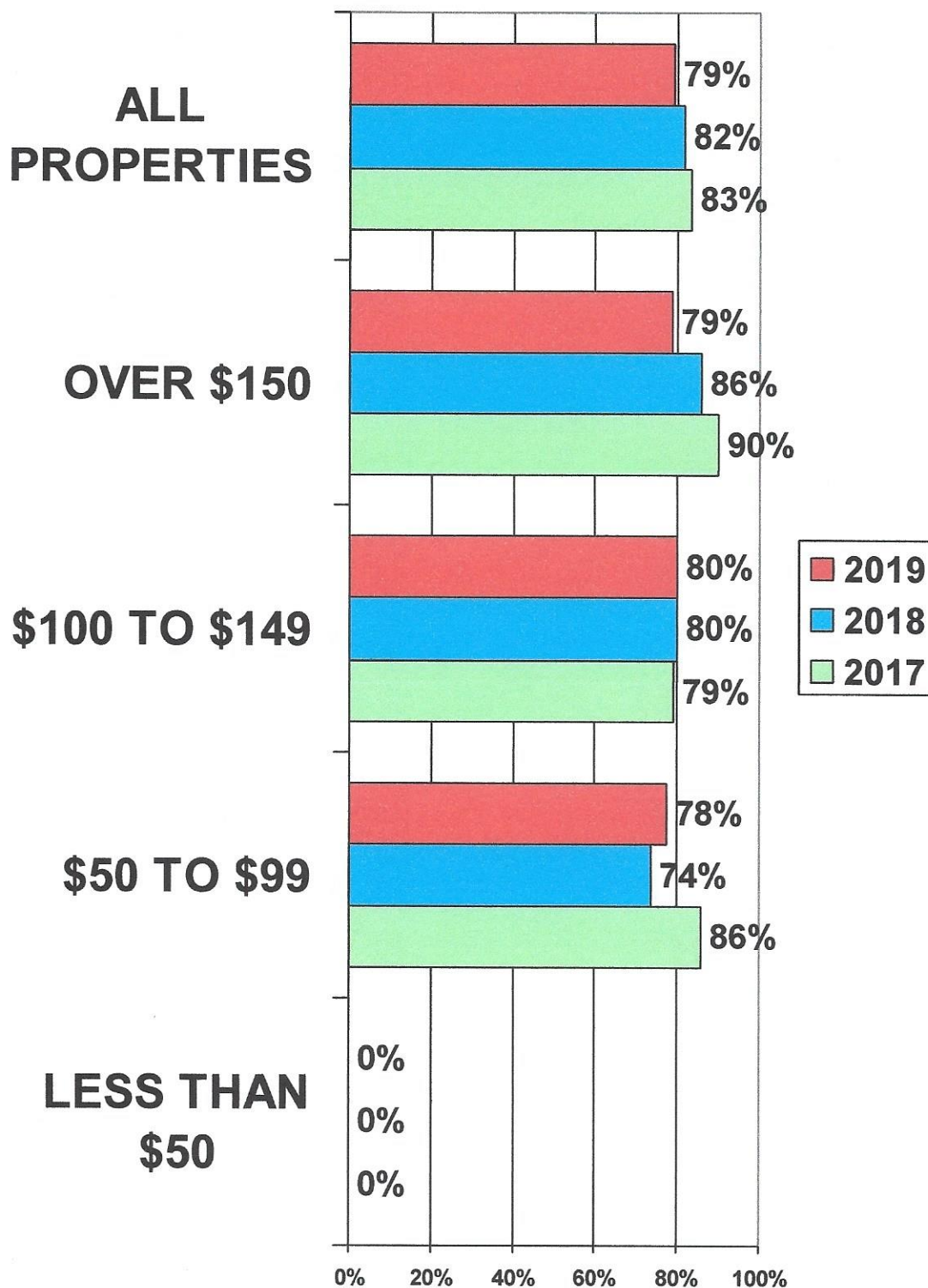
VOLUSIA AVERAGE DAILY RATE BY FOOD/BEVERAGE JULY 2017 - 2019



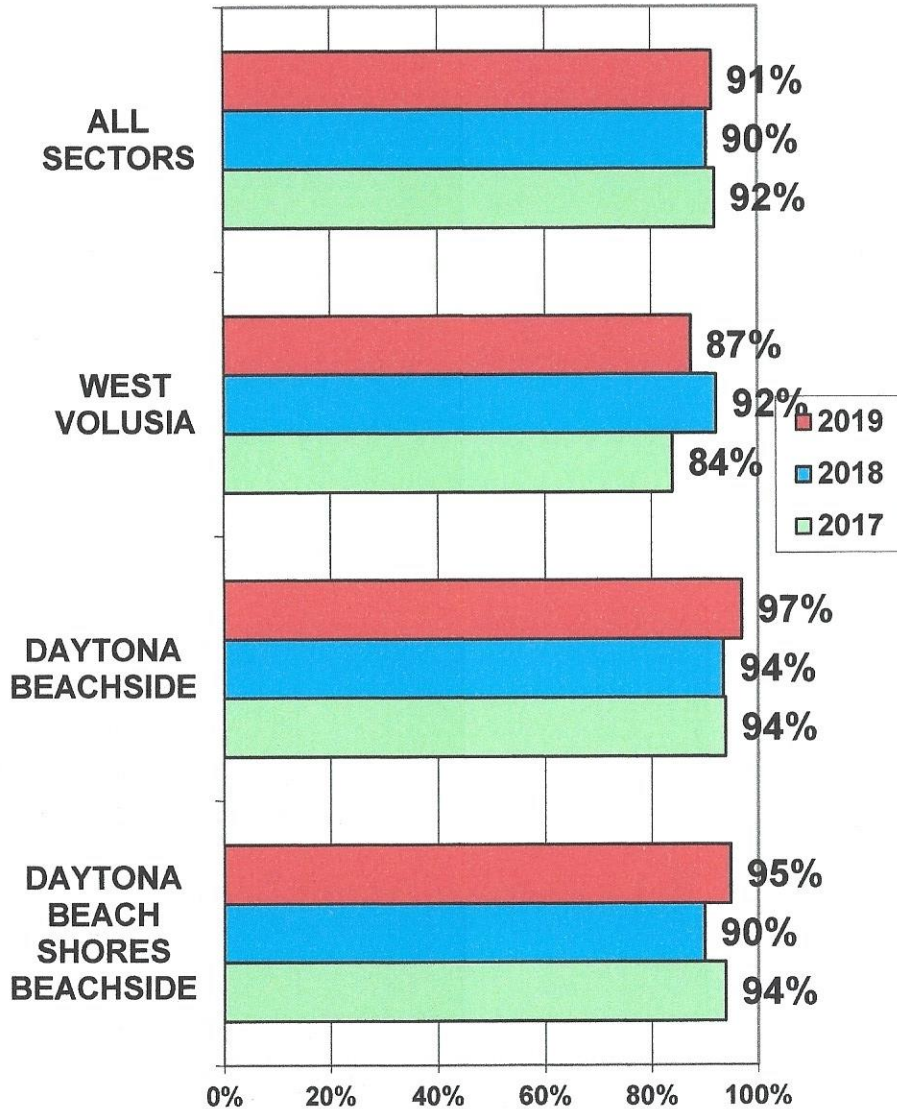
VOLUSIA REV/PAR BY FOOD/BEVERAGE - JULY 2017 - 2019



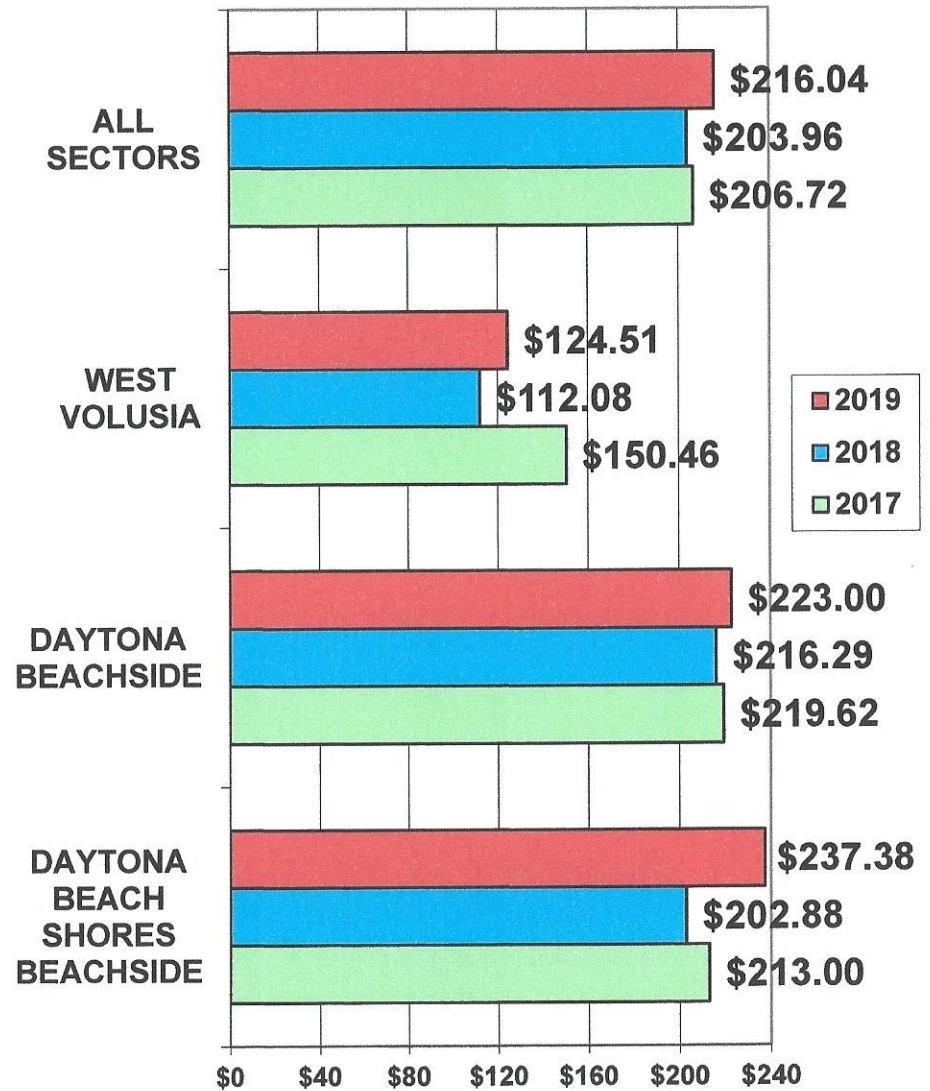
VOLUSIA HOTEL/MOTEL OCCUPANCY BY PRICE RANGE - JULY 2017 - 2019



**VOLUSIA OCCUPANCY BY AREA SECTORS -
JULY 4th WEEKEND
2017 - 2019**



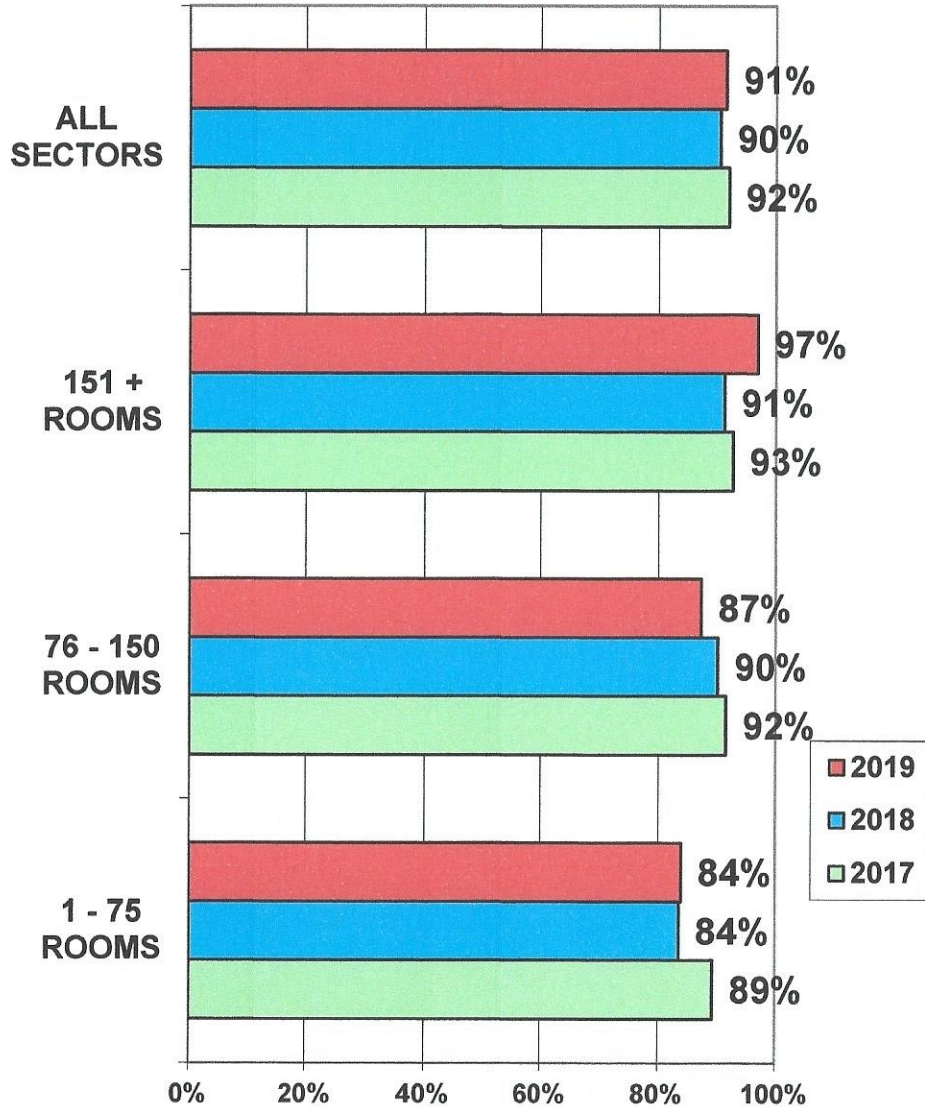
**VOLUSIA AVERAGE DAILY RATE BY AREA SECTORS - JULY 4TH WEEKEND
2017 - 2019**



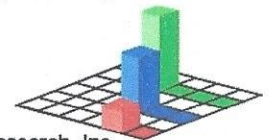
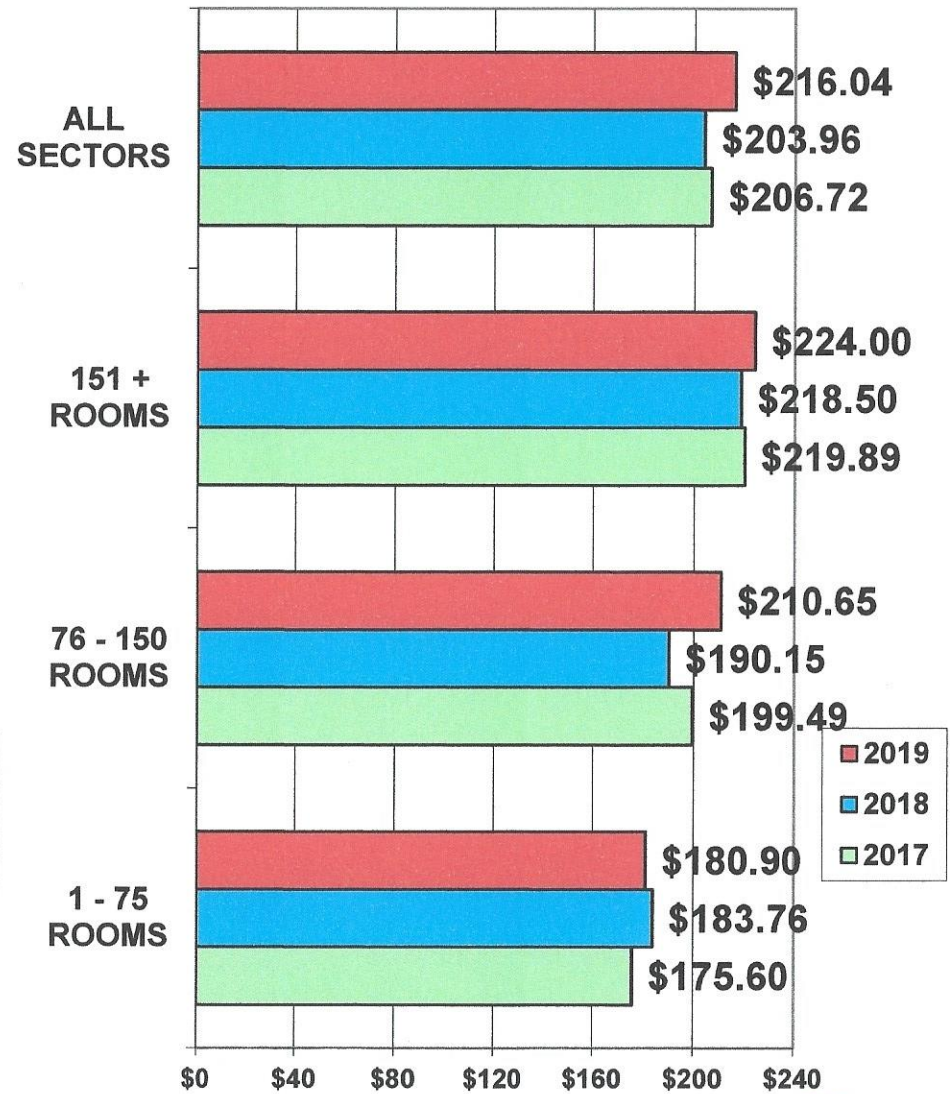
AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.



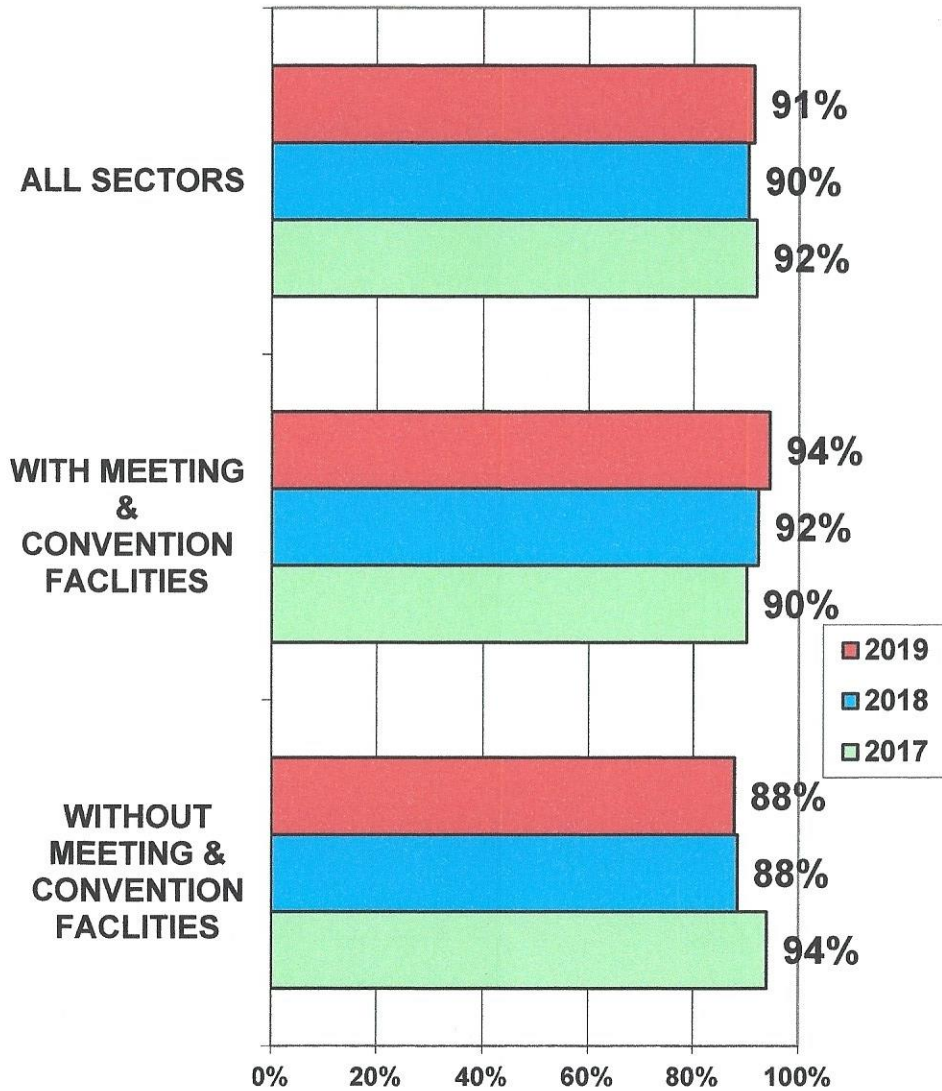
**VOLUSIA OCCUPANCY BY
PROPERTY SIZE - JULY 4TH WEEKEND
2017 - 2019**



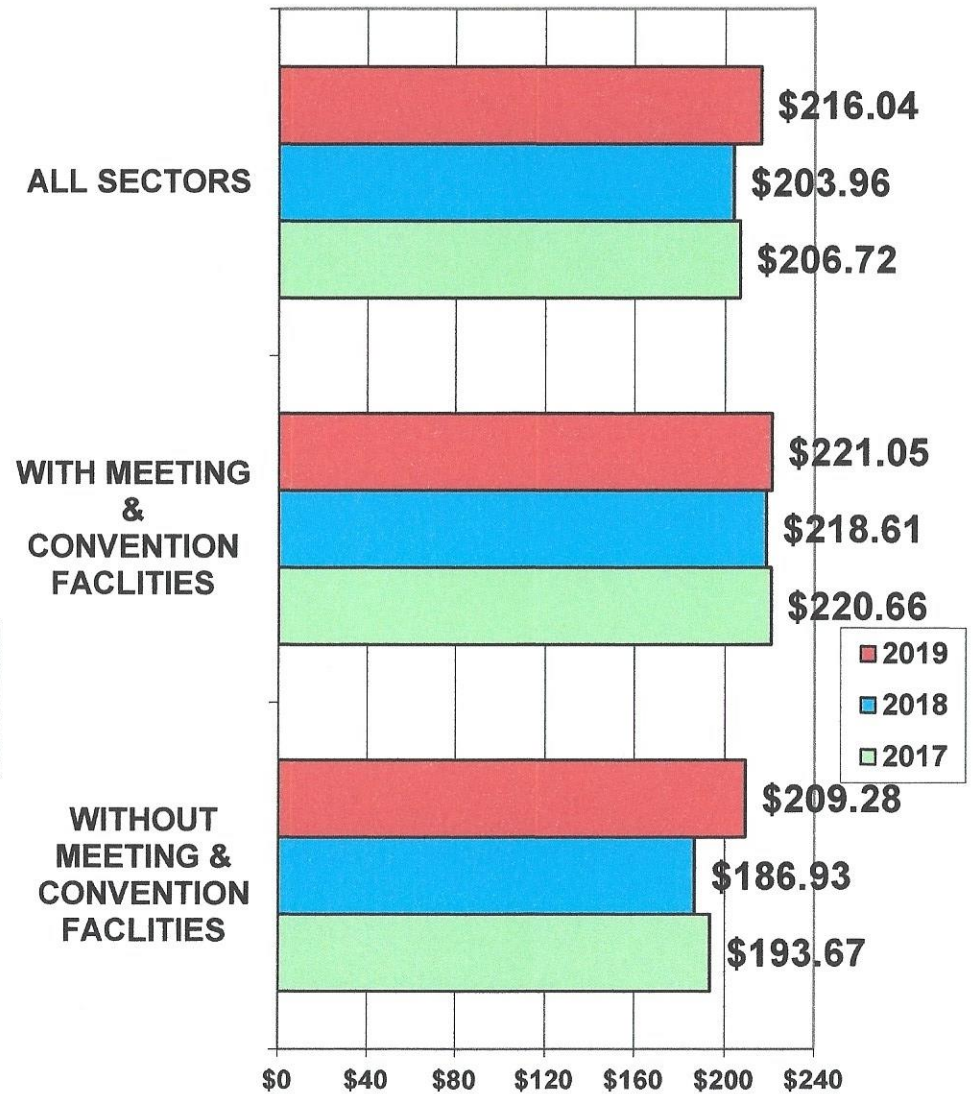
**VOLUSIA AVERAGE DAILY RATE BY
PROPERTY SIZE - JULY 4TH WEEKEND
2017 - 2019**



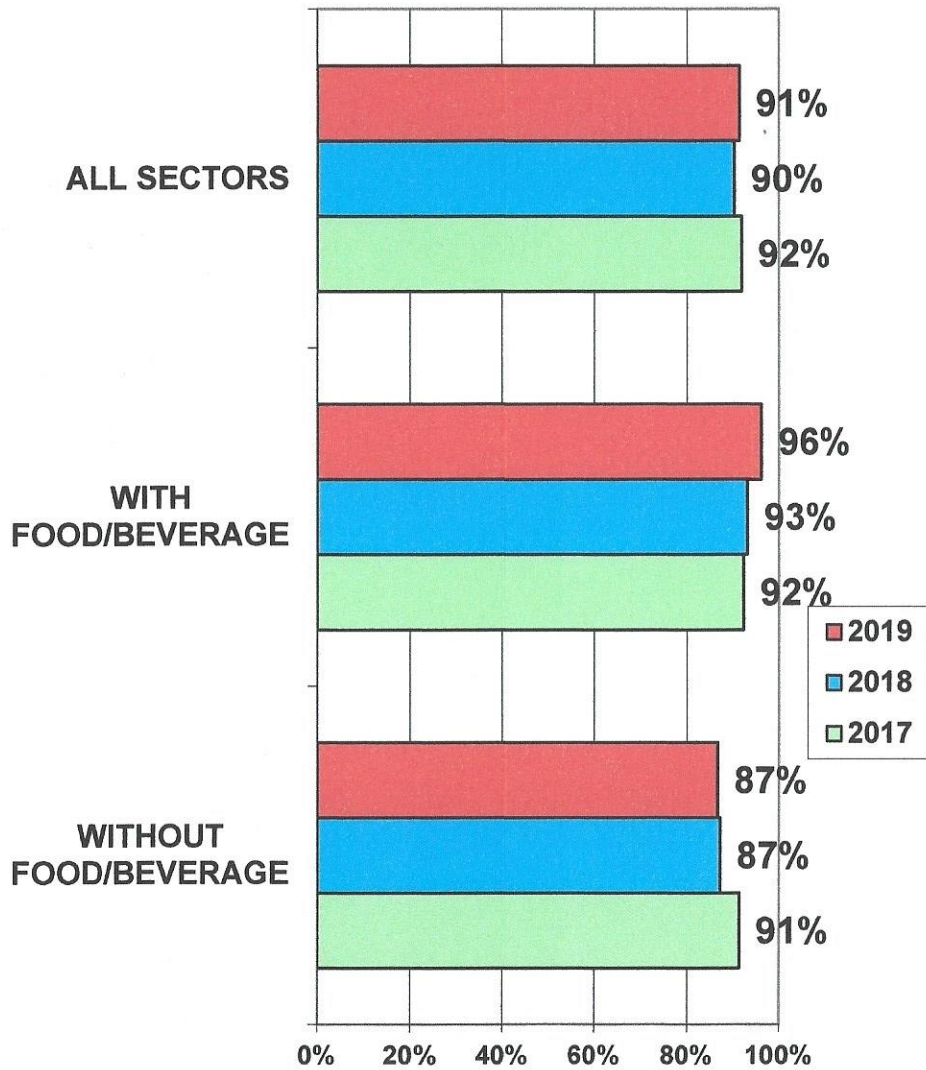
**VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES
JULY 4TH WEEKEND 2017 - 2019**



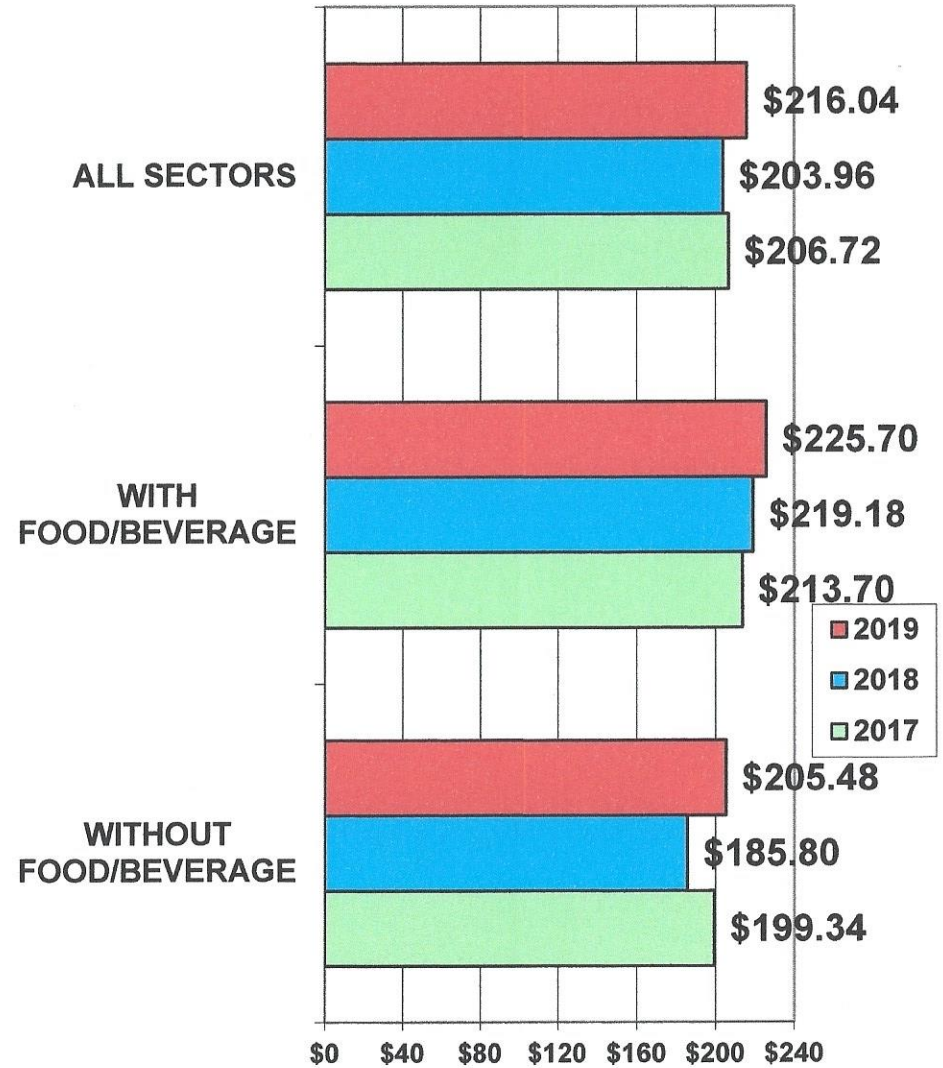
**VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES -
JULY 4TH WEEKEND 2017 - 2019**



**VOLUSIA OCCUPANCY BY
FOOD/BEVERAGE -
JULY 4TH WEEKEND 2017 - 2019**



**VOLUSIA AVERAGE DAILY RATE BY
FOOD/BEVERAGE
JULY 4TH WEEKEND 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>
DAYTONA BEACH SHORES BEACHSIDE													
BAHAMA HOUSE	95	X	X	X	X	X	X	X					
BEST WESTERN PLUS AKU TIKI	132	X	X	X			X	X					
EL CARIBE RESORT & CONF. CENTER	112	X	X	X	X	X	X	X					
HAMPTON DAYTONA SHORES OCEANFRONT	111	X	X	X	X	X	X	X					
HOLIDAY INN EXPRESS AND SUITES OCEANFRONT	100	X	X	X	X	X	X	X					
HYATT PLACE	143	X	X	X	X	X	X						
OCEAN COURT MOTEL	33	X	X	X	X	X	X	X					
OCEANSIDE INN	191	X	X	X	X	X							
PERRY'S OCEAN EDGE RESORT	200	X	X	X	X	X	X	X					
RESIDENCE INN DAYTONA BEACH OCEANFRONT	105	X	X	X	X	X	X	X					
SHORES RESORT & SPA	212	X	X	X	X	X	X	X					
SUN VIKING LODGE	91	X	X	X	X	X	X	X					
DAYTONA BEACHSIDE													
BEST WESTERN DAYTONA INN SEABREEZE	96	X	X		X	X	X	X					
DAYTONA BEACH REGENCY	98	X	X	X	X	X	X	X					
DAYTONA BEACH RESORT	303	X	X	X	X	X	X	X					
HARD ROCK HOTEL	200	X	X	X	X	X	X	X					
HILTON DAYTONA BEACH RESORT	742	X	X	X	X	X	X	X					
HILTON GARDEN INN DAYTONA BEACH OCEANFRONT	144	X	X	X	X	X	X	X					
HOLIDAY INN & SUITES DAYTONA BEACH ON THE OCEAN	123	X	X	X	X	X	X	X					
HOLIDAY INN RESORT DAYTONA	188	X	X	X	X	X	X	X					
NAUTILUS INN	90	X	X	X	X	X	X	X					
OCEAN BREEZE CLUB HOTEL	206	X	X	X	X	X	X	X					
PLAZA RESORT & SPA	322	X	X	X	X	X	X	X					
SILVER BEACH CLUB	74	X	X			X							
WYNDHAM OCEAN WALK	127	X	X		X	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>
ORMOND BEACHSIDE													
BEST WESTERN CASTILLO DEL SOL	147	X	X	X	X	X	X	X					
CORAL SANDS OCEAN FRONT	102	X	X	X		X	X						
COVE ON ORMOND BEACH	112	X	X	X	X		X	X					
HIGHWAY I-95 INTERSECTIONS													
BEST WESTERN SPEEDWAY	151	X	X	X	X	X	X	X					
*COUNTRY INN & SUITES PORT ORANGE	87	X	X	X	X	X	X	X					
CLARION INN DESTINATION DAYTONA	79		X	X	X		X	X					
LA QUINTA INN	143		X	X	X	X	X						
SLEEP INN	82	X	X	X	X	X	X	X					
AIRPORT/SPEEDWAY DISTRICT													
DAYTONA BEACH COURTYARD	122	X	X	X	X	X	X	X					
DAYTONA BEACH RESIDENCE INN	122	X	X	X	X	X	X	X					
HAMPTON INN AIRPORT	122	X	X	X	X	X	X	X					
HILTON GARDEN INN D B AIRPORT	115	X	X	X	X	X	X	X					
HOMEWOOD SUITES	94	X	X	X	X	X	X	X					
QUALITY INN DAYTONA	64	X	X	X	X	X	X	X					
WEST VOLUSIA													
ALLING HOUSE BED AND BREAKFAST ORANGE CITY	8	X	X	X	X	X	X	X					
ARTISAN DOWNTOWN	14	X	X	X	X	X	X	X					
COMFORT INN DELAND	68	X	X	X	X	X	X	X					
COURTYARD DELAND	104			X	X	X	X	X					
DAYS INN ORANGE CITY	37		X										
HAMPTON INN DEBARY	76	X	X	X	X	X	X	X					
HAMPTON INN DELAND	94	X	X	X	X	X	X	X					
HOLIDAY IN EXPRESS ORANGE CITY	114	X	X	X	X	X	X	X					
HONTOON LANDING	18	X	X	X	X	X	X	X					
SE VOLUSIA													
BEST WESTERN HOTEL	101	X	X	X	X	X	X	X					
COASTAL WATERS INN	40		X		X	X	X	X					
*COUNTRY INN & SUITES PORT ORANGE	87	X	X	X	X	X	X	X					
HAMPTON INN	122	X	X	X			X						
INN ON THE AVENUE	6		X	X	X	X		X					
OCEAN TRILLIUM SUITES	32	X	X	X	X	X	X	X					
SPRINGHILL SUITES	114			X	X	X	X	X					

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

