

Memo

To: HAAA
From: Evelyn Fine
Date: September 4, 2020
Subject: July 2020 Occupancy & Average Daily Rate Report

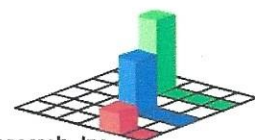
Overall Daytona Beach Area Occupancy decreased about 29%, to 56% in July 2020 from 79% in July 2019.

The Daytona Beach Area Average Daily Rate decreased about 7% to \$133.15 in July 2020 from \$143.41 in July 2019.

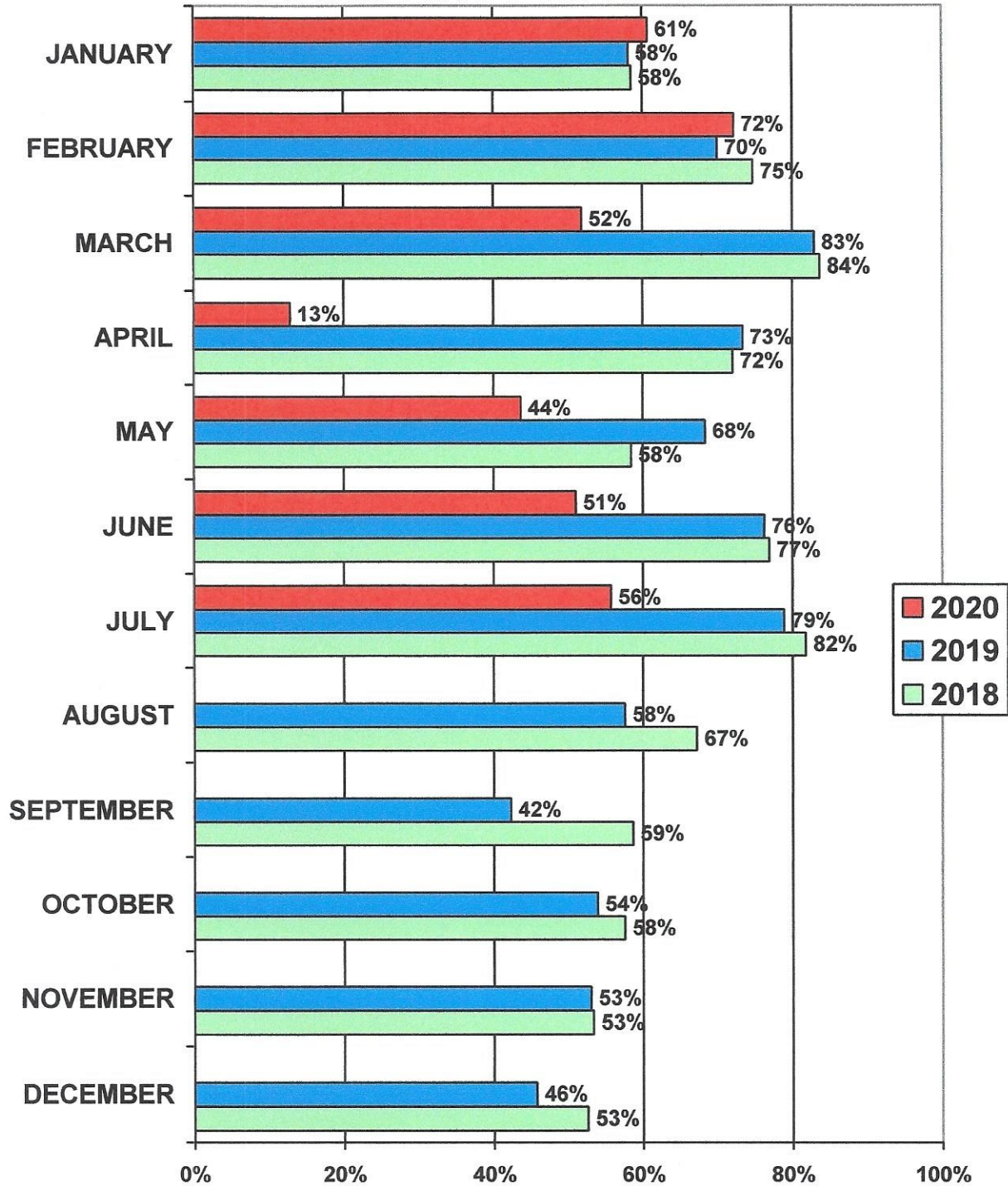
The Daytona Beach Area Revenue per Available Room decreased about 34%, to \$74.16 in July 2020 from \$113.07 in July 2019.

The pandemic continued to affect existing reservations and caused cancellations for July 2020.

EF/LK



HALIFAX AREA HOTEL/MOTEL OCCUPANCY 2018 - 2020

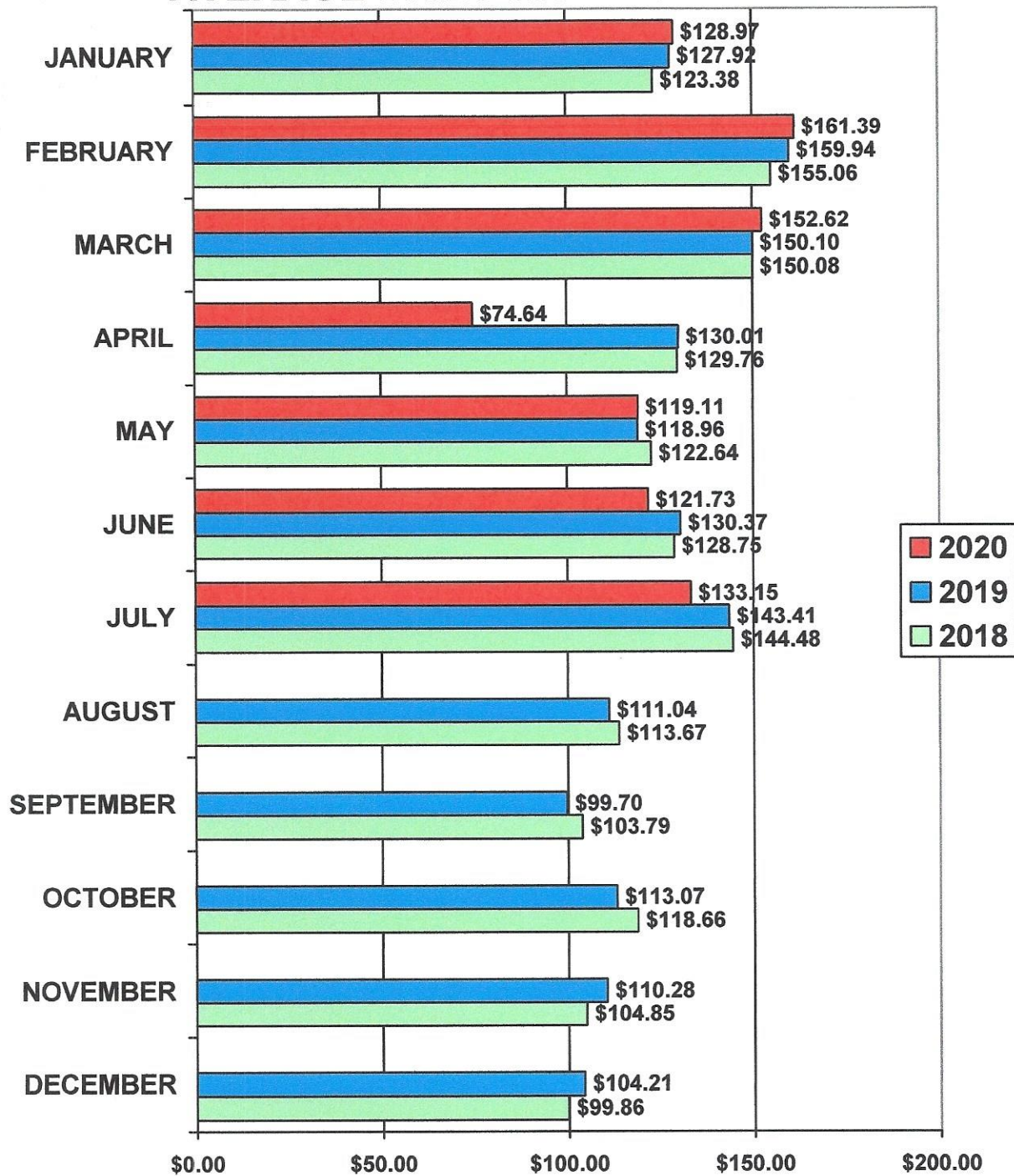


2020 YTD AVG. 51%
2019 YTD AVG. 73%
2018 YTD AVG. 72%

JULY 2020 HIGH 89%
JULY 2020 LOW 26%



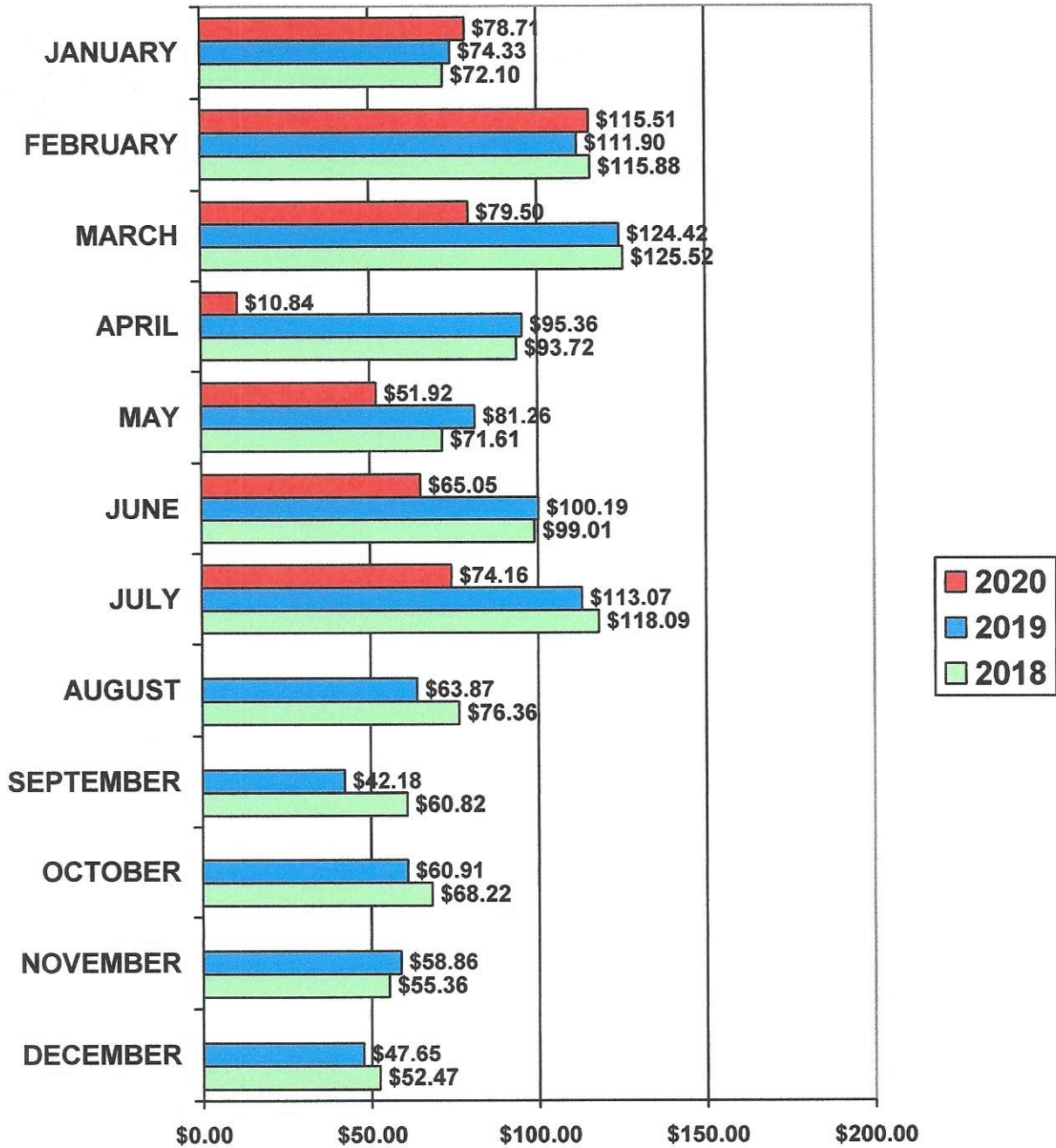
HALIFAX AREA HOTEL/MOTEL AVERAGE DAILY RATE 2018 - 2020



2020 YTD AVG. \$135.34 JULY 2020 HIGH \$ 212.72
 2019 YTD AVG. \$138.07 JULY 2020 LOW \$ 65.36
 2018 YTD AVG. \$137.40



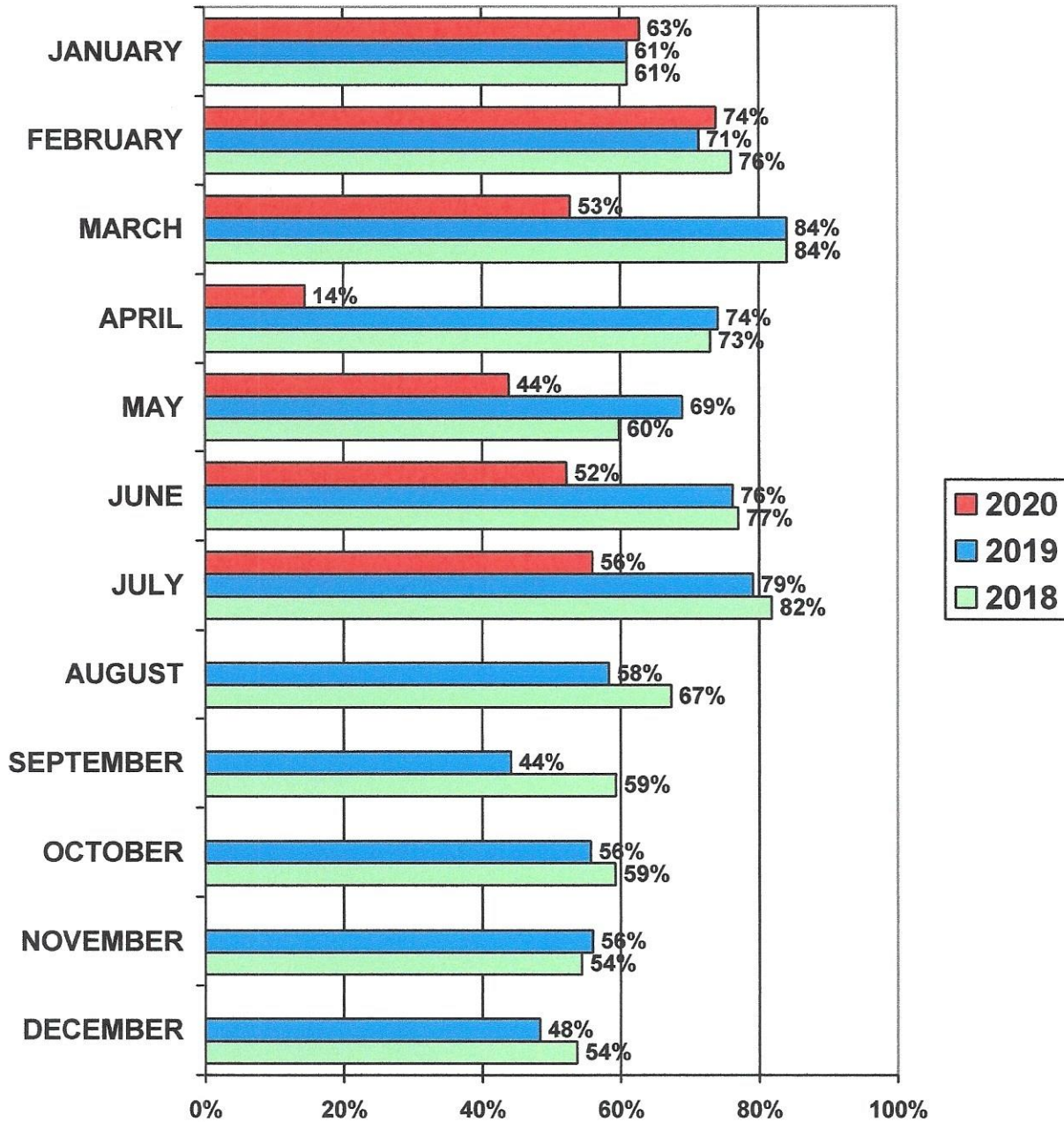
HALIFAX AREA HOTEL/MOTEL REV PAR BY MONTH 2018 - 2020



2020 YTD AVG. \$ 69.48
 2019 YTD AVG. \$100.56
 2018 YTD AVG. \$ 99.40



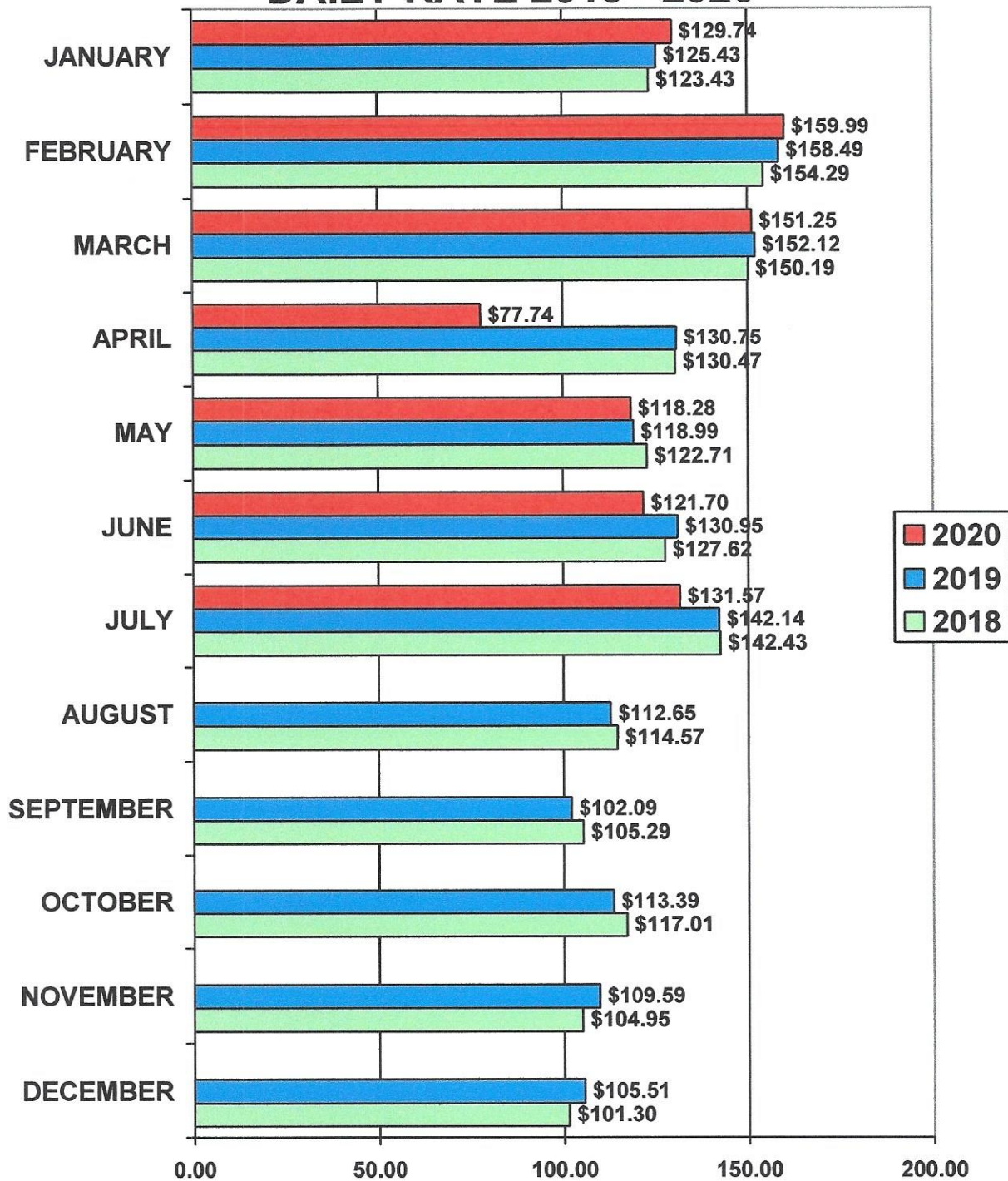
VOLUSIA HOTEL/MOTEL OCCUPANCY 2018 - 2020



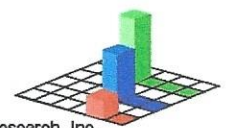
2020 YTD AVG. 52%
2019 YTD AVG. 74%
2018 YTD AVG. 73%

2020 JULY HIGH 89%
2020 JULY LOW 26%

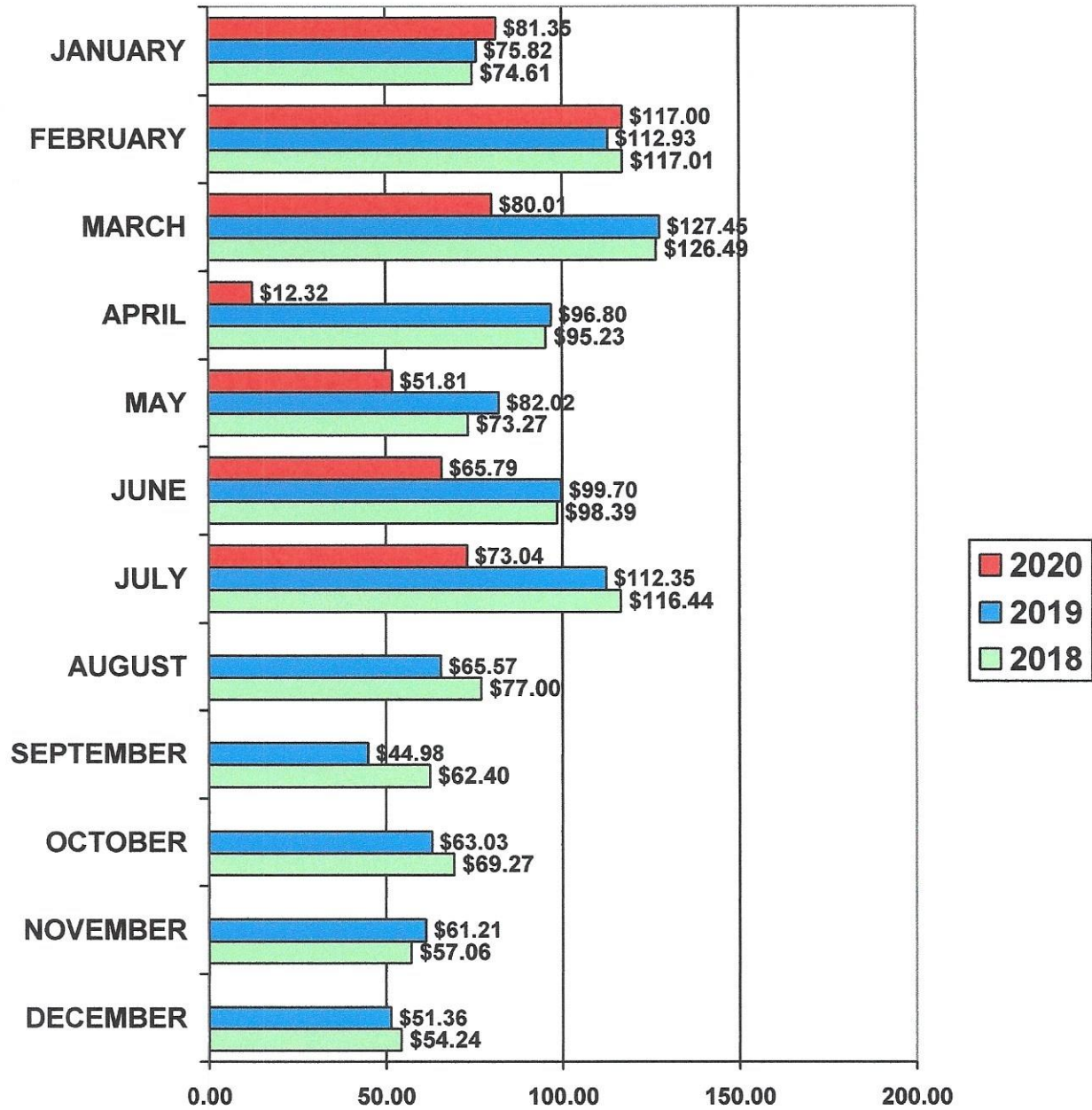
VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2018 - 2020



2020 YTD AVG. \$134.37 JULY 2020 HIGH \$ 232.52
 2019 YTD AVG. \$137.58 JULY 2020 LOW \$ 65.36
 2018 YTD AVG. \$136.85

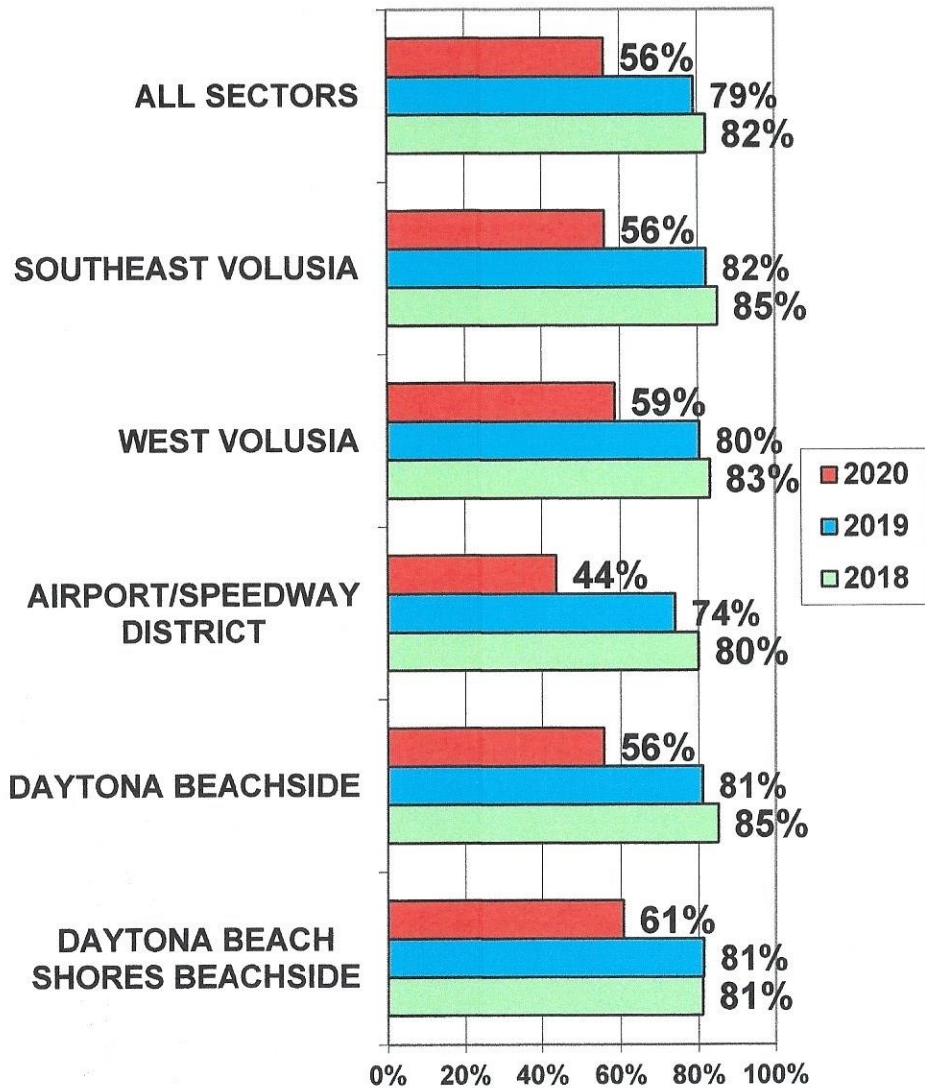


VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2018 - 2020

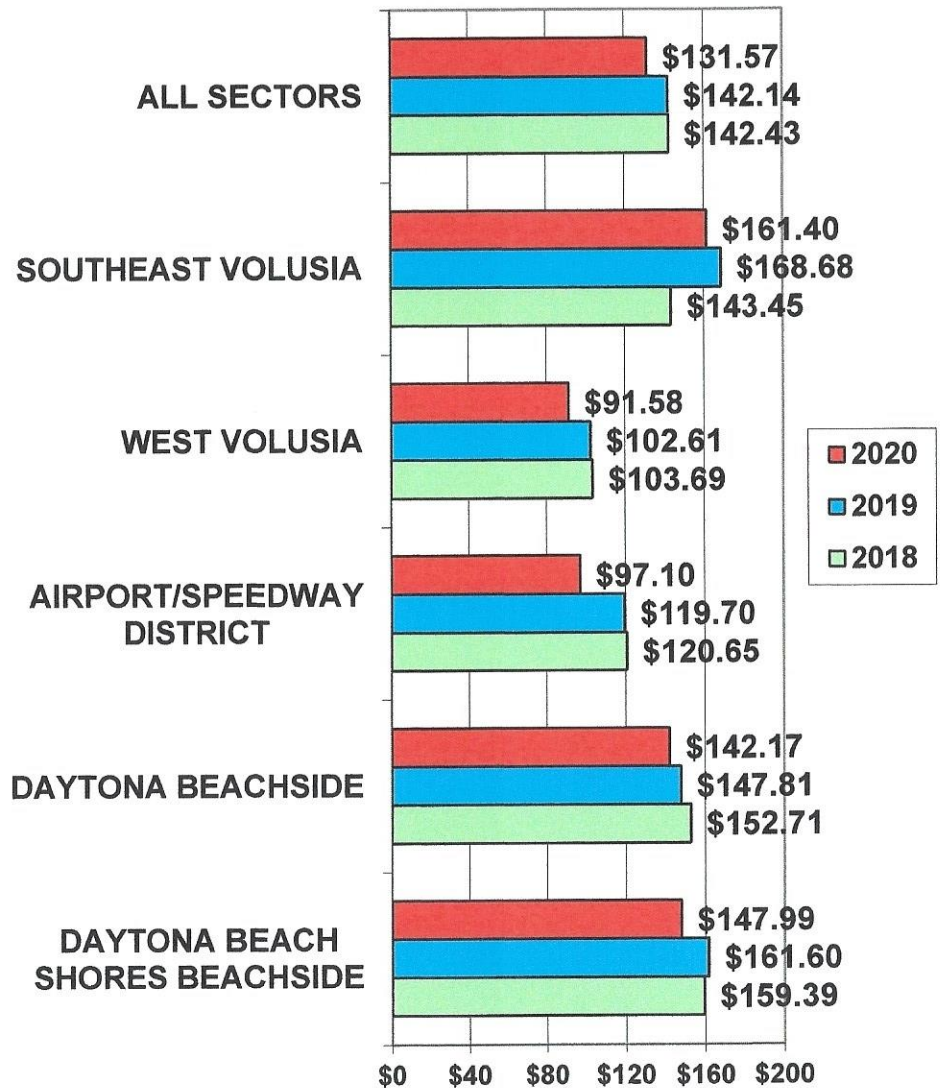


2020 YTD AVG. \$ 70.05
 2019 YTD AVG. \$ 101.07
 2018 YTD AVG. \$ 100.12

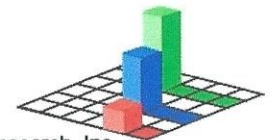
VOLUSIA OCCUPANCY BY AREA SECTORS - JULY 2018 - 2020



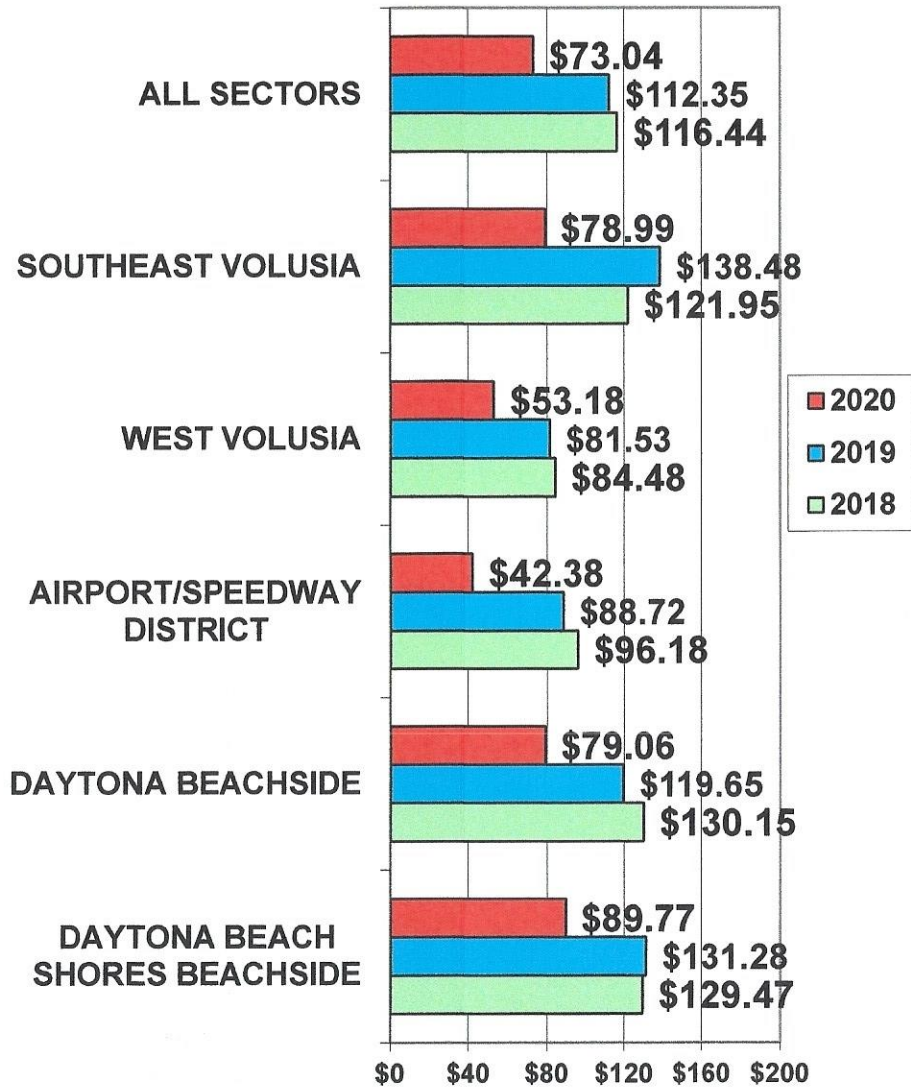
VOLUSIA AVERAGE DAILY RATE BY AREA SECTORS - JULY 2018 - 2020



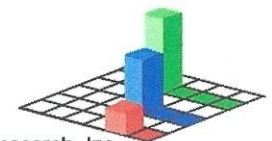
AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.



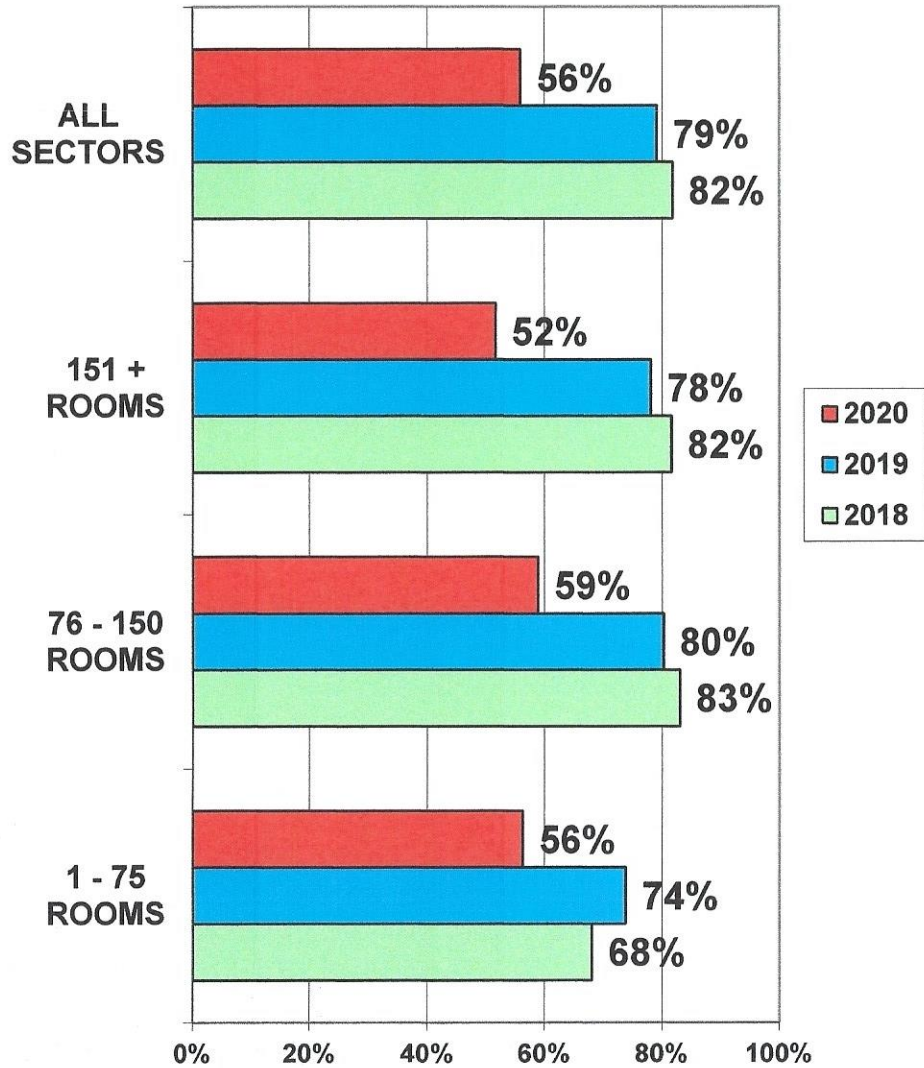
VOLUSIA AVERAGE DAILY RATE BY AREA SECTORS - JULY 2018 - 2020



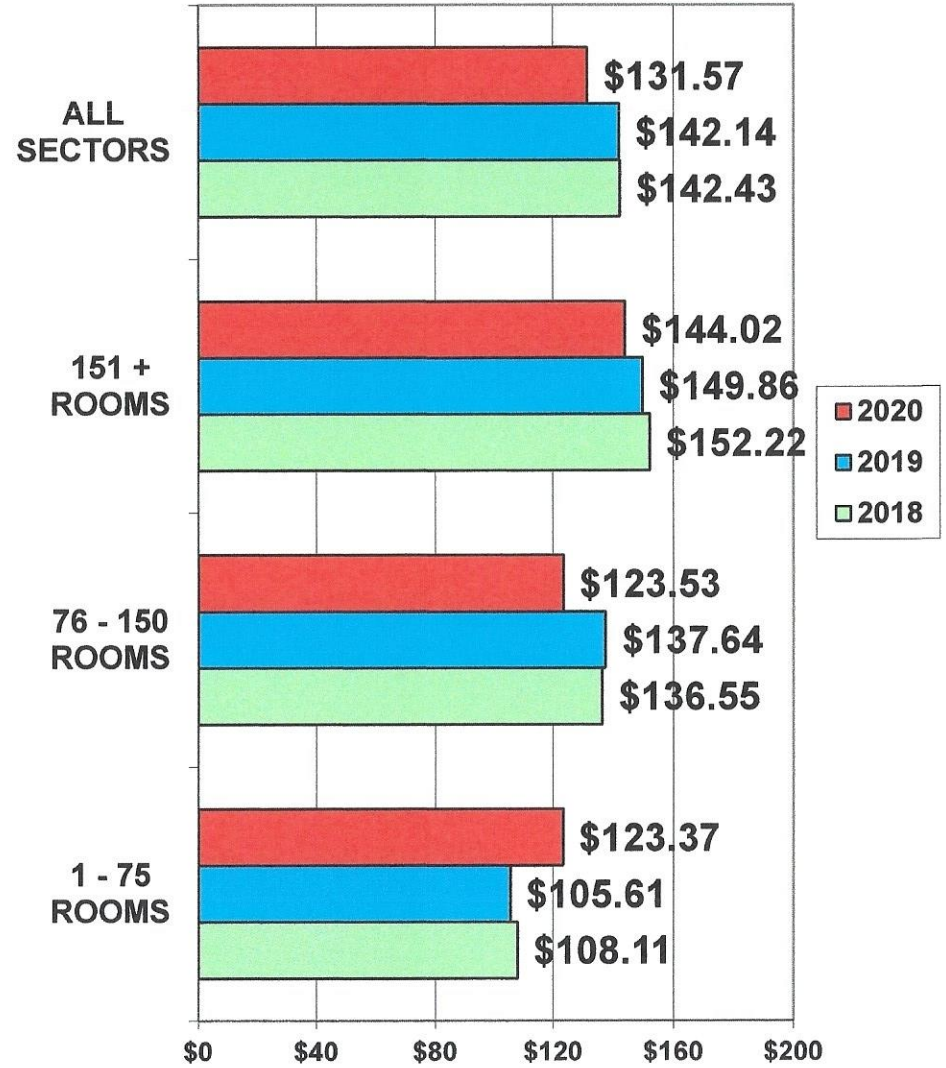
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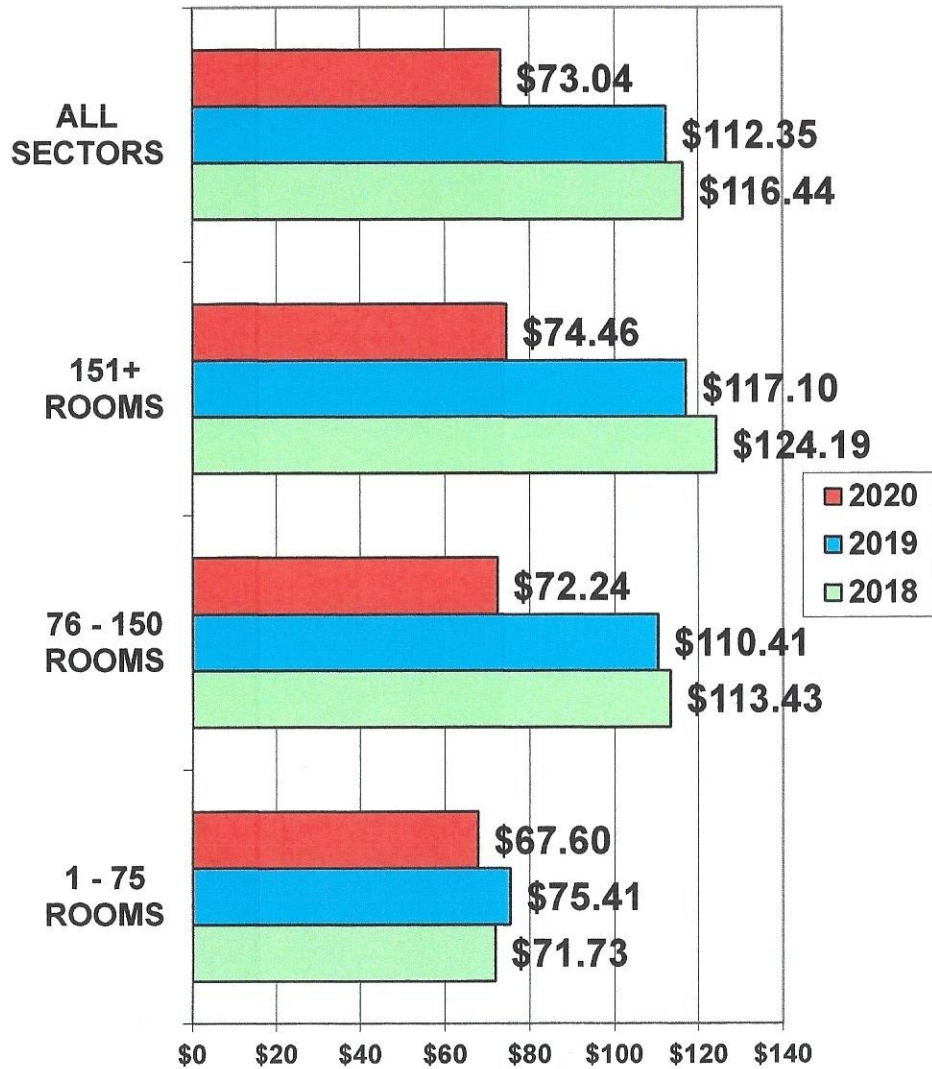
VOLUSIA OCCUPANCY BY PROPERTY SIZE - JULY 2018 - 2020



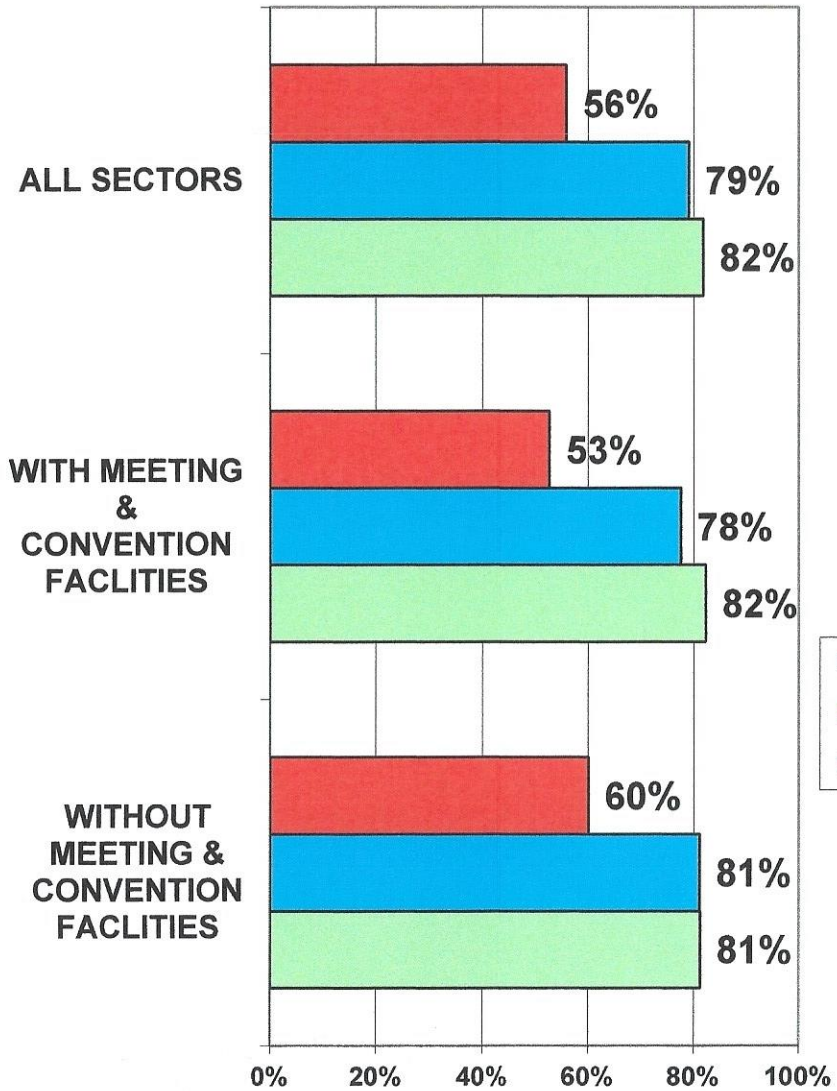
VOLUSIA AVERAGE DAILY RATE BY PROPERTY SIZE - JULY 2018 - 2020



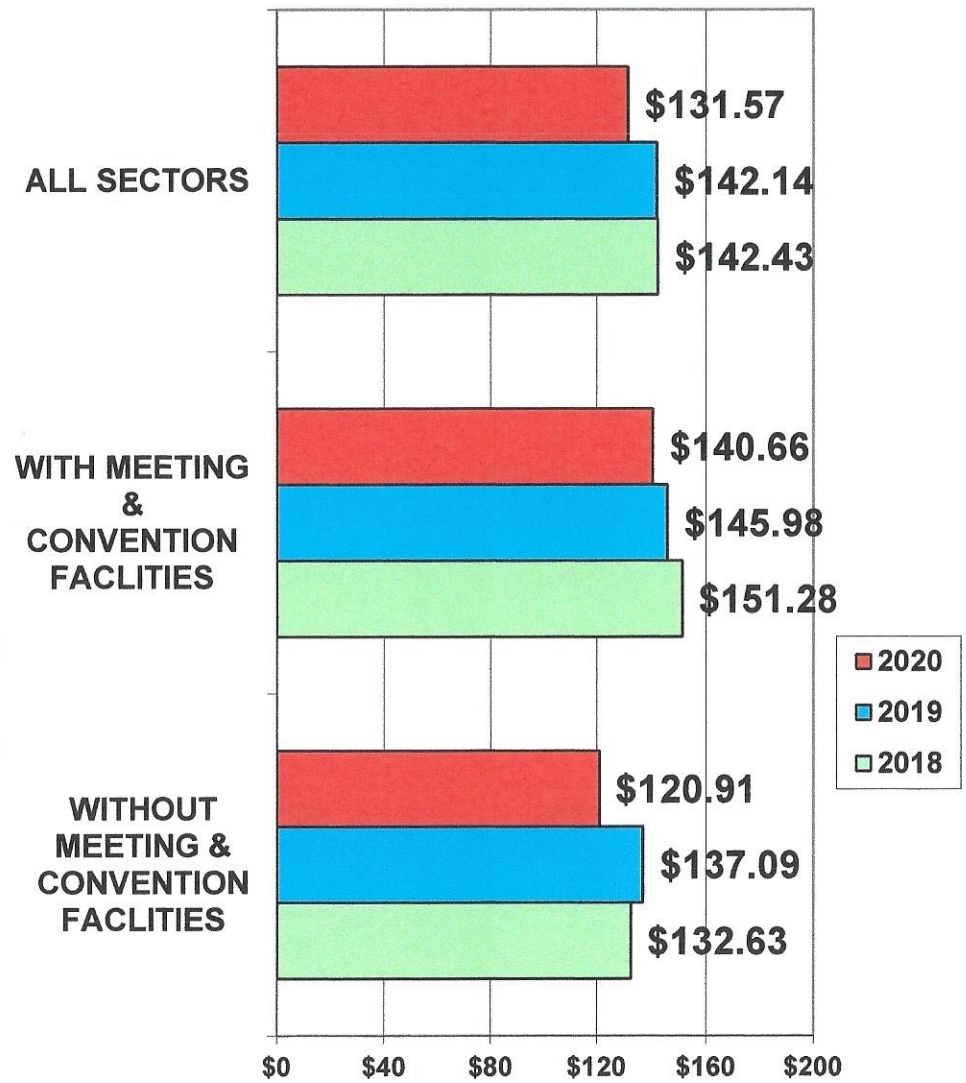
VOLUSIA REV/PAR BY PROPERTY SIZE - JULY 2018 - 2020



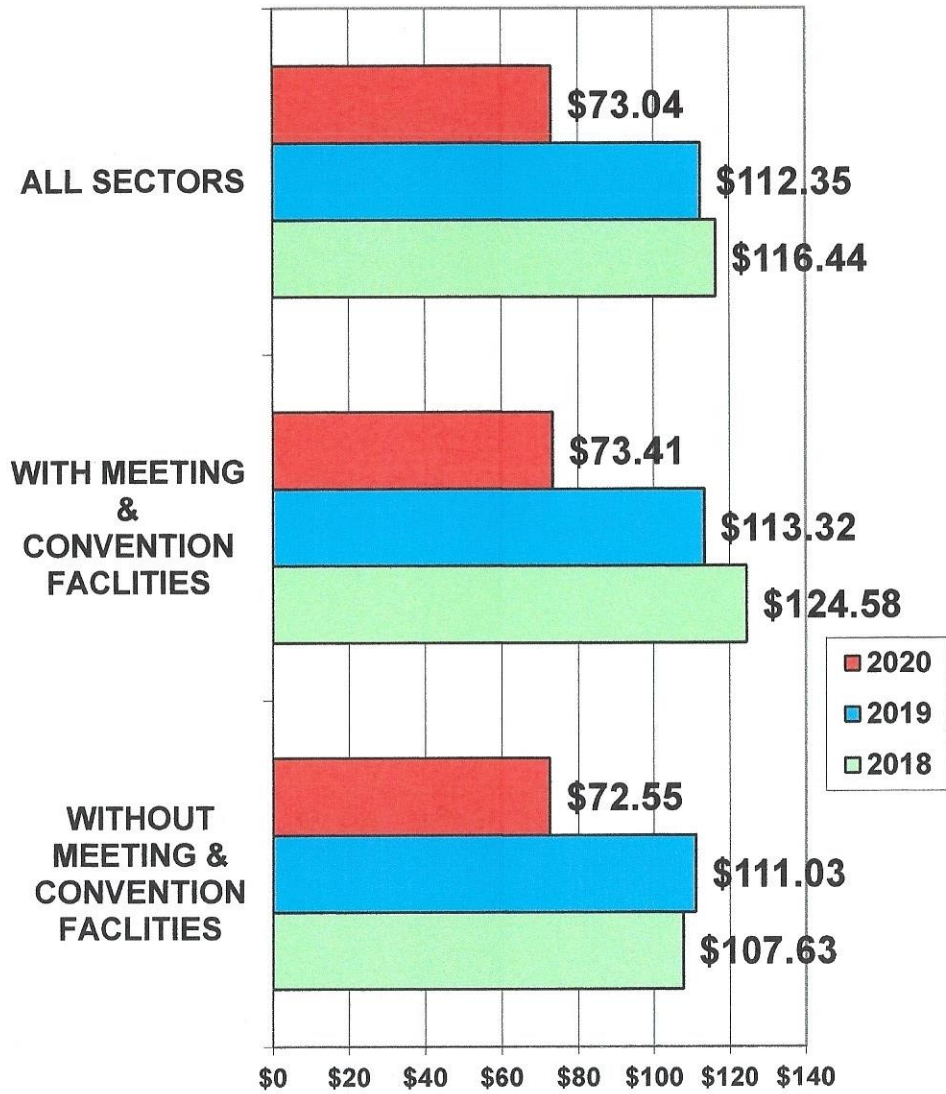
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - JULY 2018 - 2020



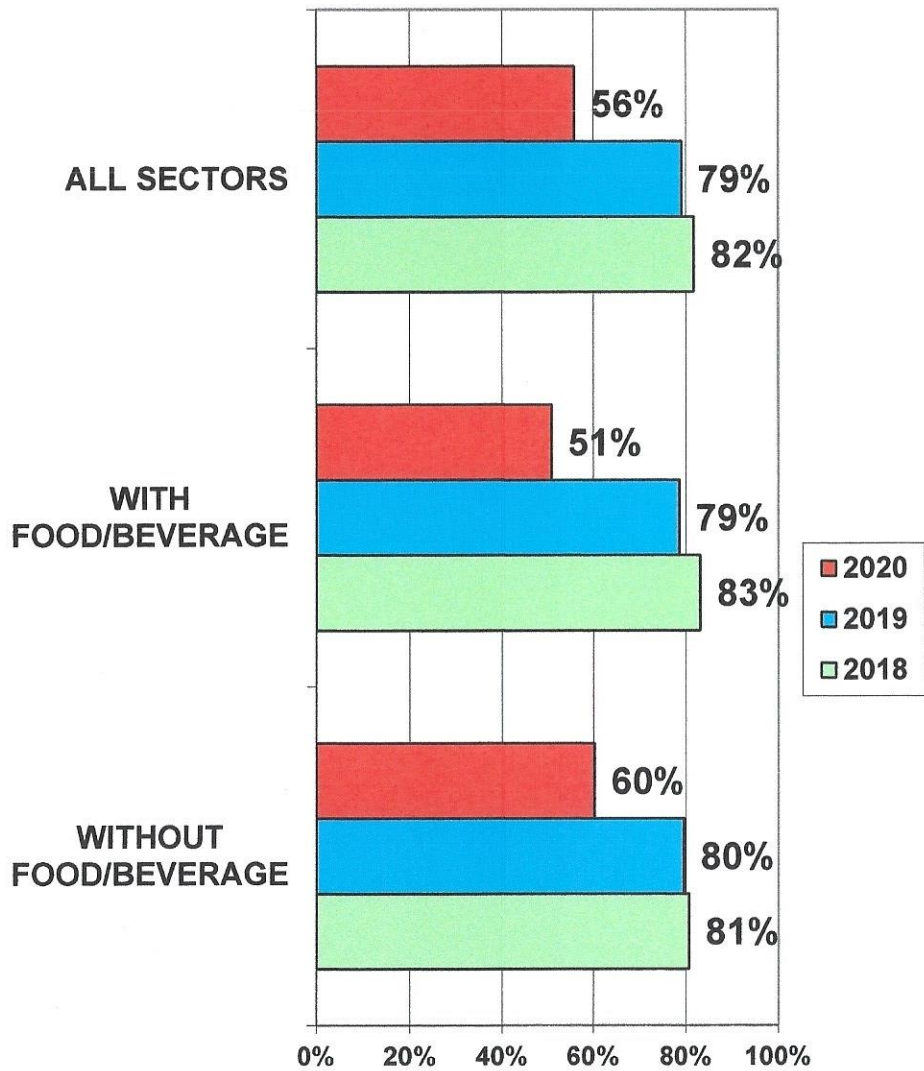
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - JULY 2018 - 2020



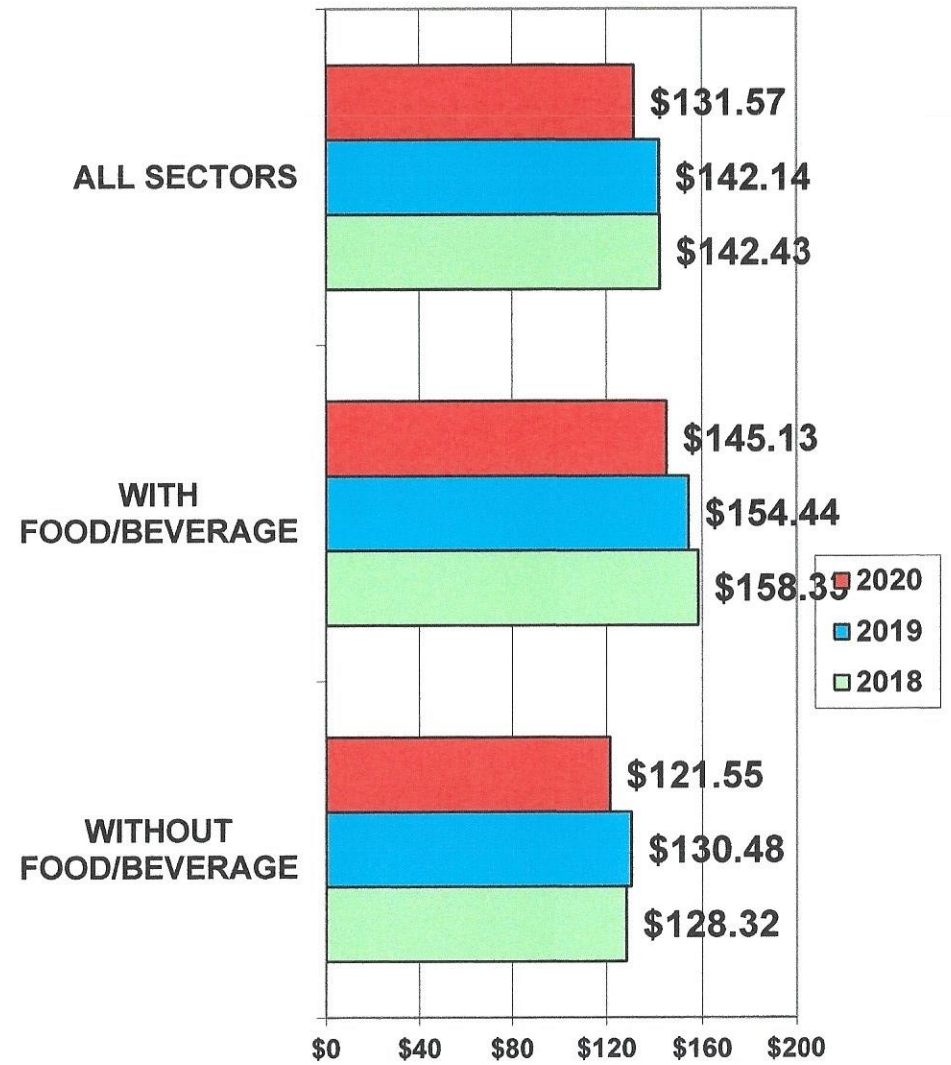
**VOLUSIA REV/PAR BY
MEETING & CONVENTION
FACILITIES - JULY 2018 - 2020**



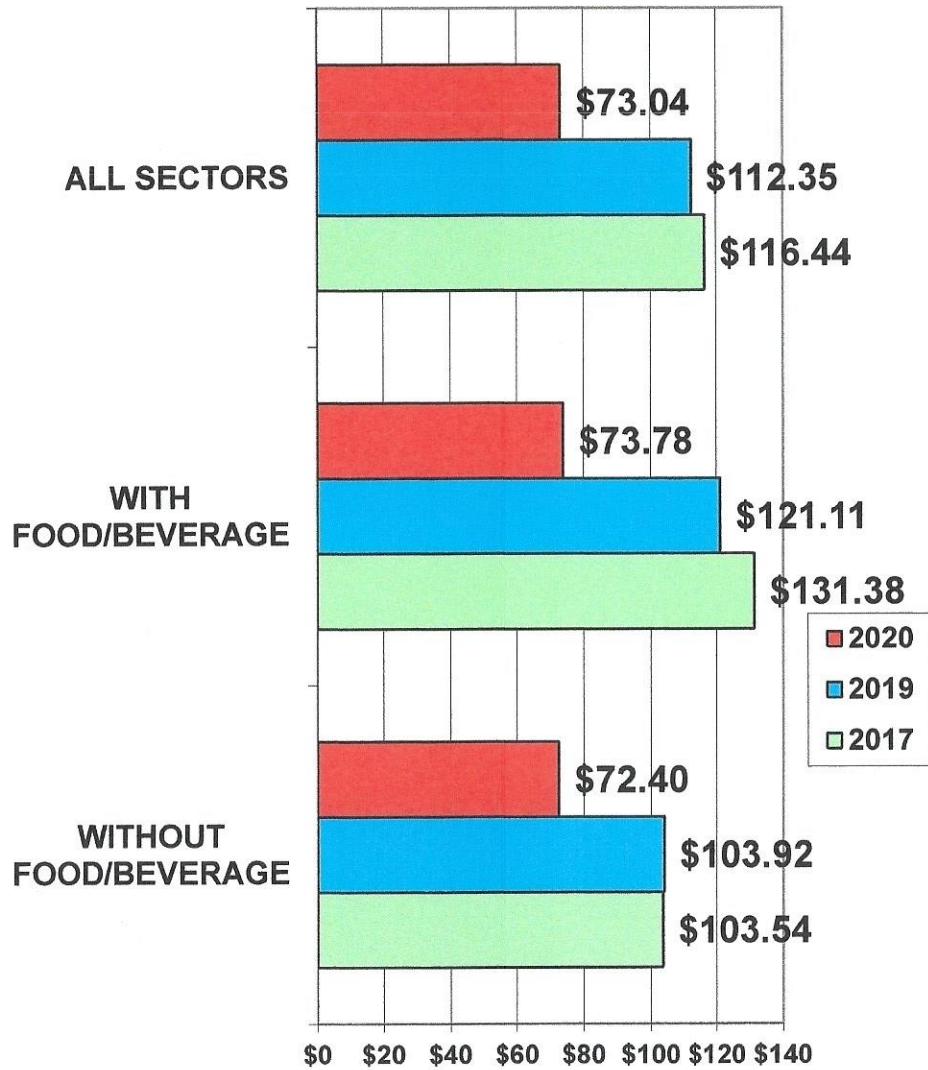
VOLUSIA OCCUPANCY BY FOOD/BEVERAGE - JULY 2018 - 2020



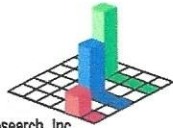
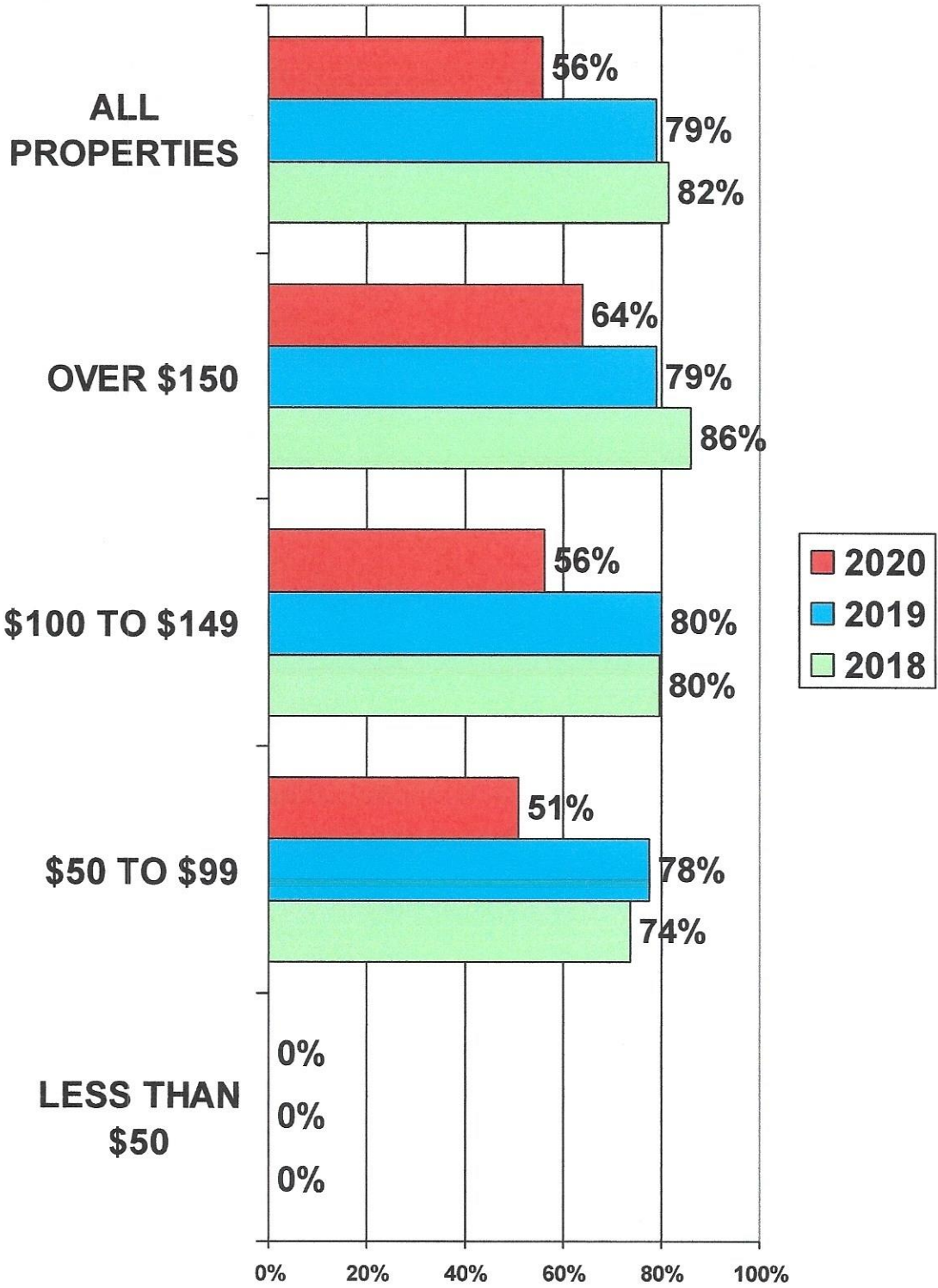
VOLUSIA AVERAGE DAILY RATE BY FOOD/BEVERAGE JULY 2018 - 2020



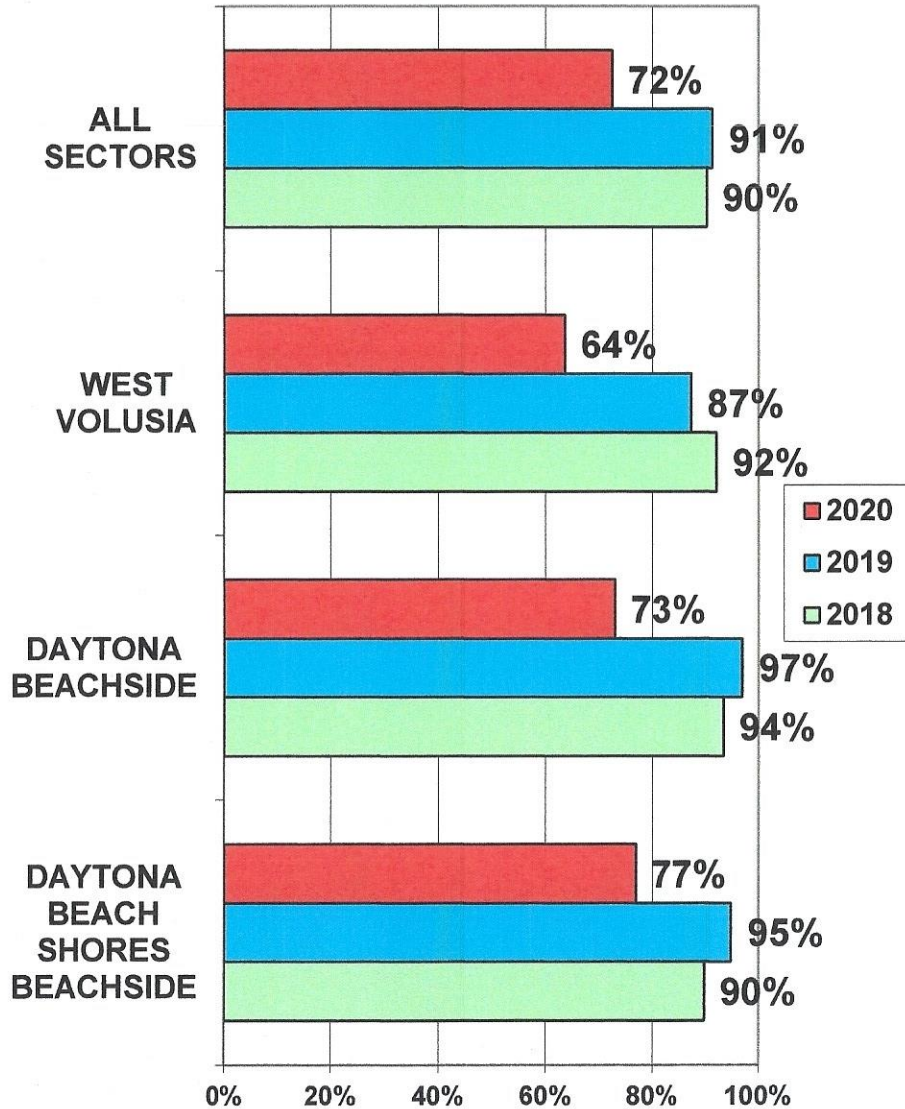
VOLUSIA REV/PAR BY FOOD/BEVERAGE - JULY 2018 - 2020



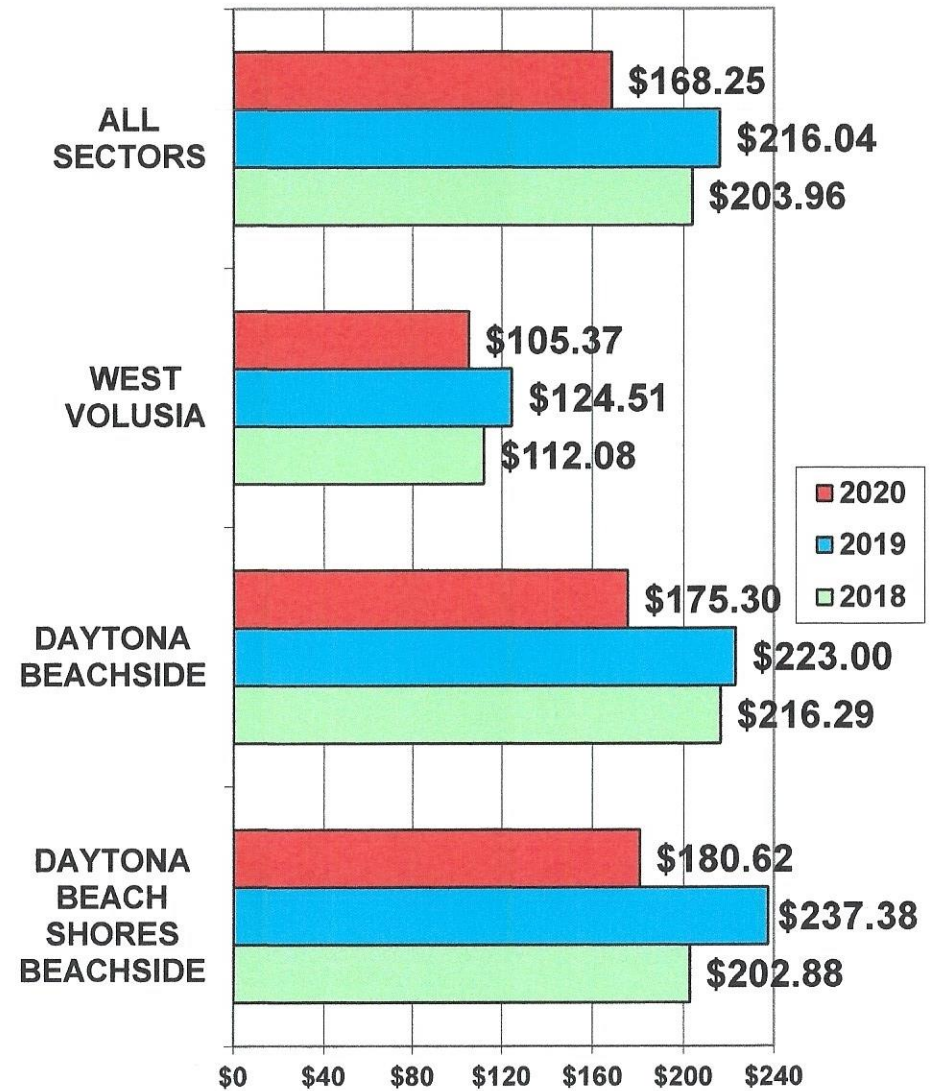
VOLUSIA HOTEL/MOTEL OCCUPANCY BY PRICE RANGE - JULY 2018 - 2020



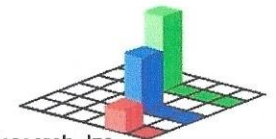
**VOLUSIA OCCUPANCY BY AREA SECTORS -
JULY 4th WEEKEND
2018 - 2020**



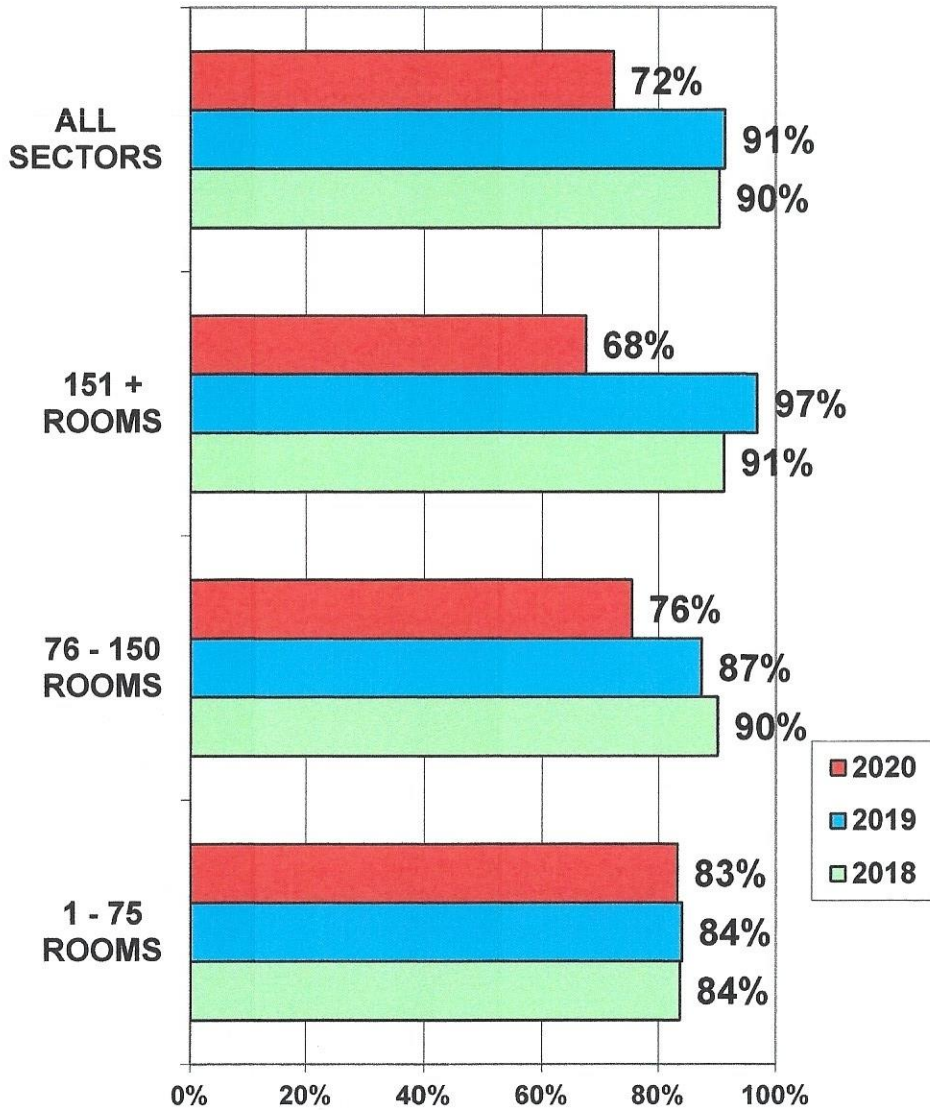
**VOLUSIA AVERAGE DAILY RATE BY AREA SECTORS - JULY 4TH WEEKEND
2018 - 2020**



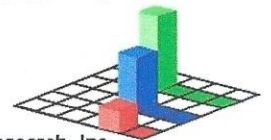
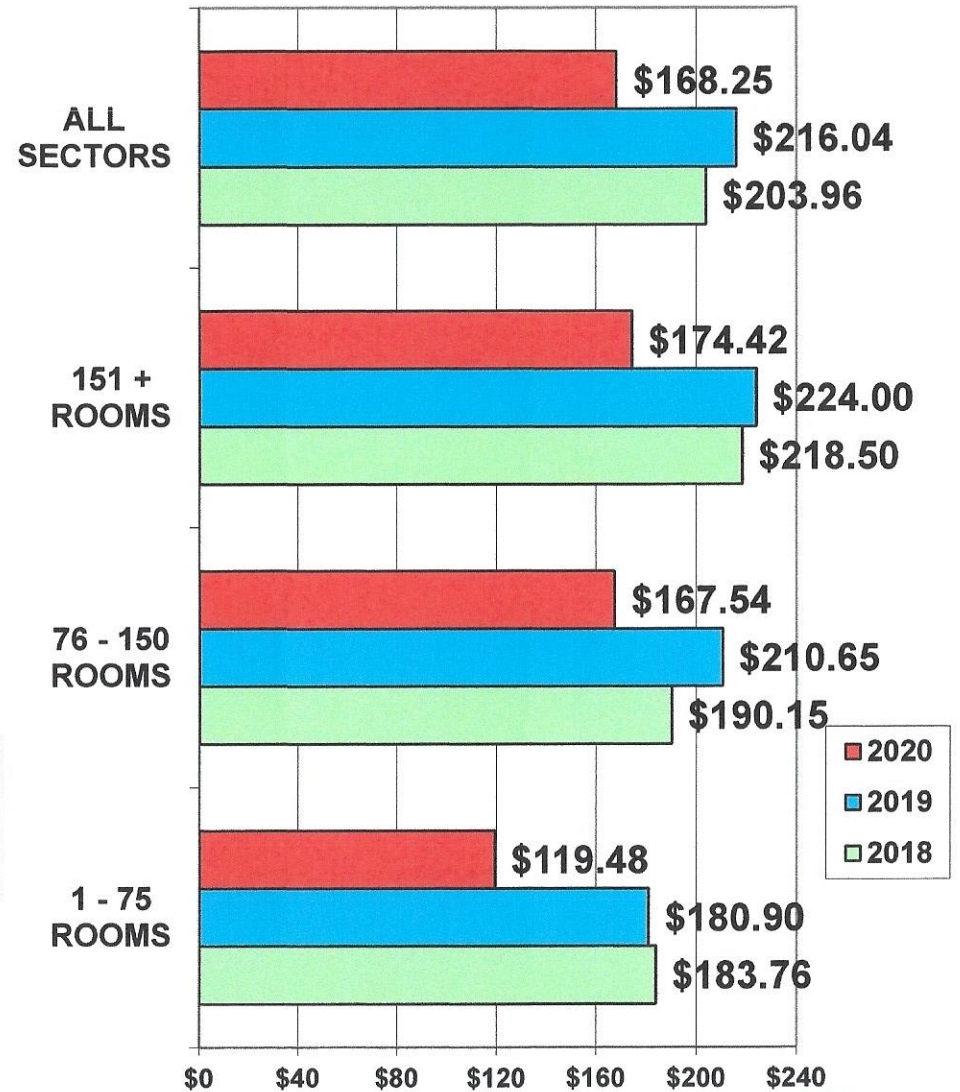
AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.



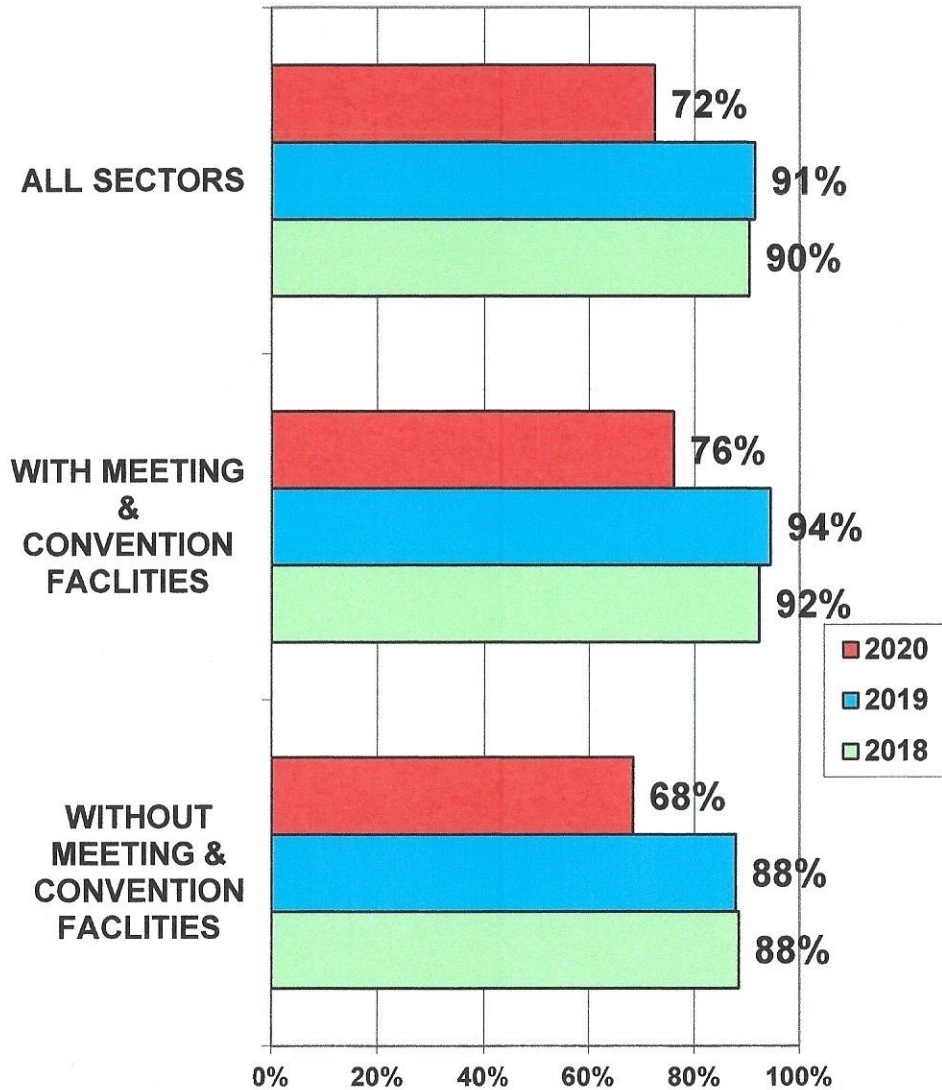
**VOLUSIA OCCUPANCY BY
PROPERTY SIZE - JULY 4TH WEEKEND
2018 - 2020**



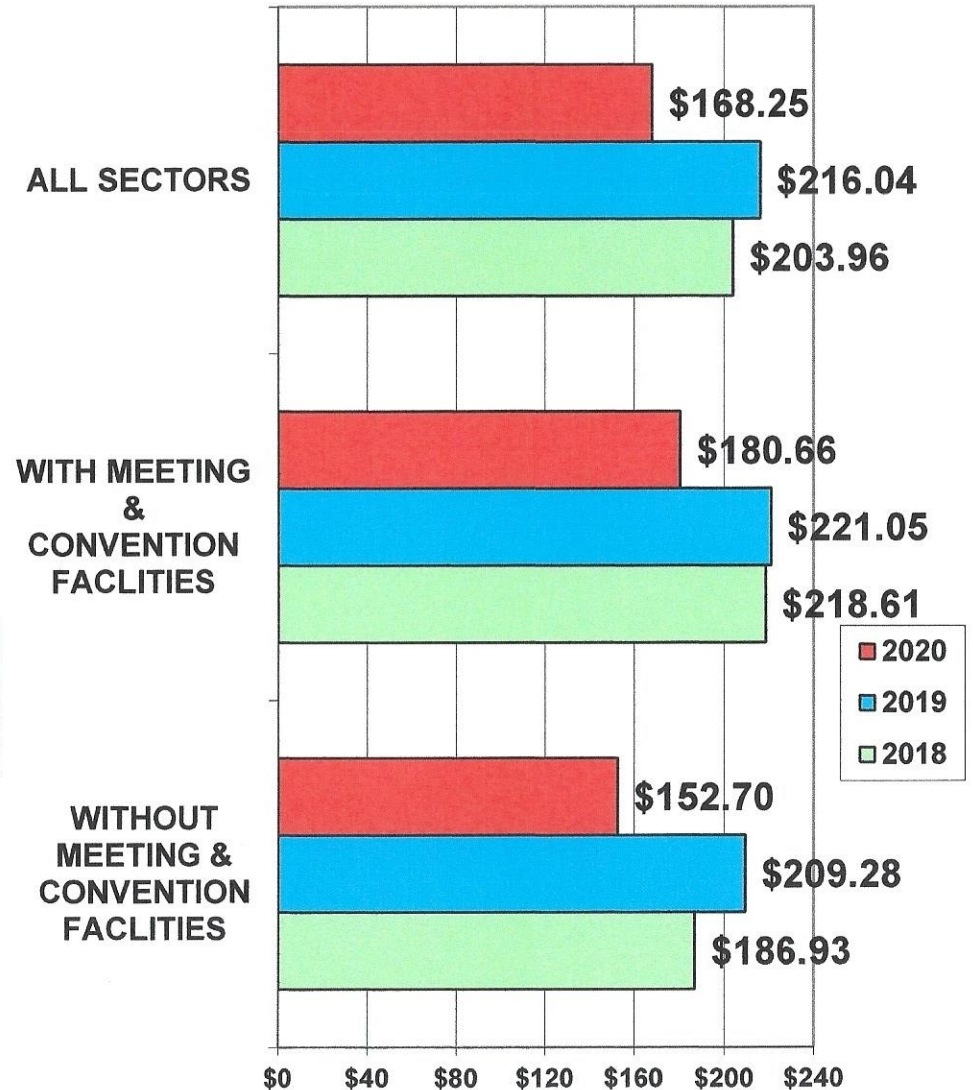
**VOLUSIA AVERAGE DAILY RATE BY
PROPERTY SIZE - JULY 4TH WEEKEND
2018 - 2020**



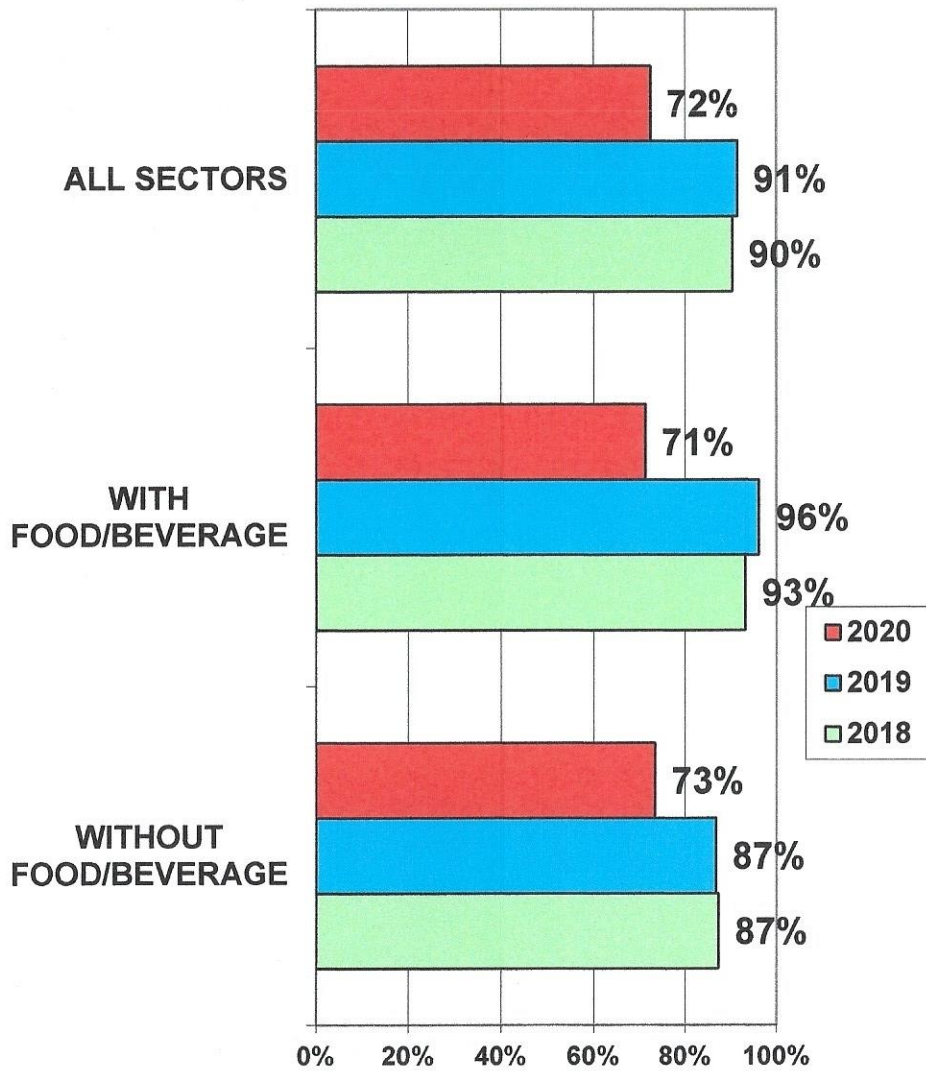
**VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES
JULY 4TH WEEKEND 2018 - 2020**



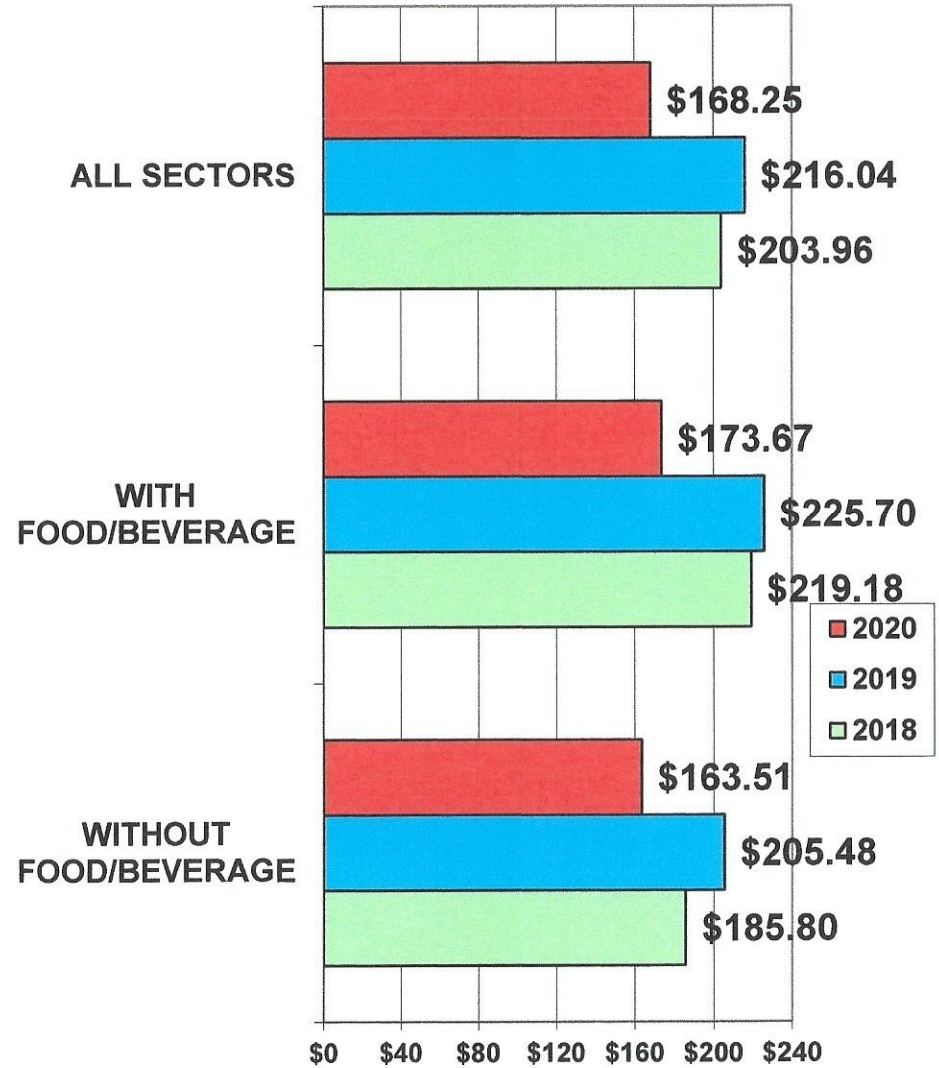
**VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES -
JULY 4TH WEEKEND 2018 - 2020**



**VOLUSIA OCCUPANCY BY
FOOD/BEVERAGE -
JULY 4TH WEEKEND 2018 - 2020**



**VOLUSIA AVERAGE DAILY RATE BY
FOOD/BEVERAGE
JULY 4TH WEEKEND 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	X	X	X	X	X					
BEST WESTERN PLUS AKU TIKI	132		X	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	CL	X	X	X					
HOLIDAY INN EXPRESS AND SUITES OCEANFRONT	100	X		X	CL	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					
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					
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 PLUS DAYTONA INN SEABREEZE	96	X	X	X	X	X	X	X					
DAYTONA BEACH REGENCY	98	X	X	X	X	X	X	X					
DAYTONA BEACH RESORT	303	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	CL	X	X	X					
OCEAN BREEZE CLUB HOTEL	206	X		X	CL	X	X	X					
PLAZA RESORT & SPA	322	X	X	X		X	X	X					
SILVER BEACH CLUB	74		X	X	CL	X	X	X					
WYNDHAM OCEAN WALK	127		X										



**PARTICIPATING PROPERTIES
BY AREA SECTOR**

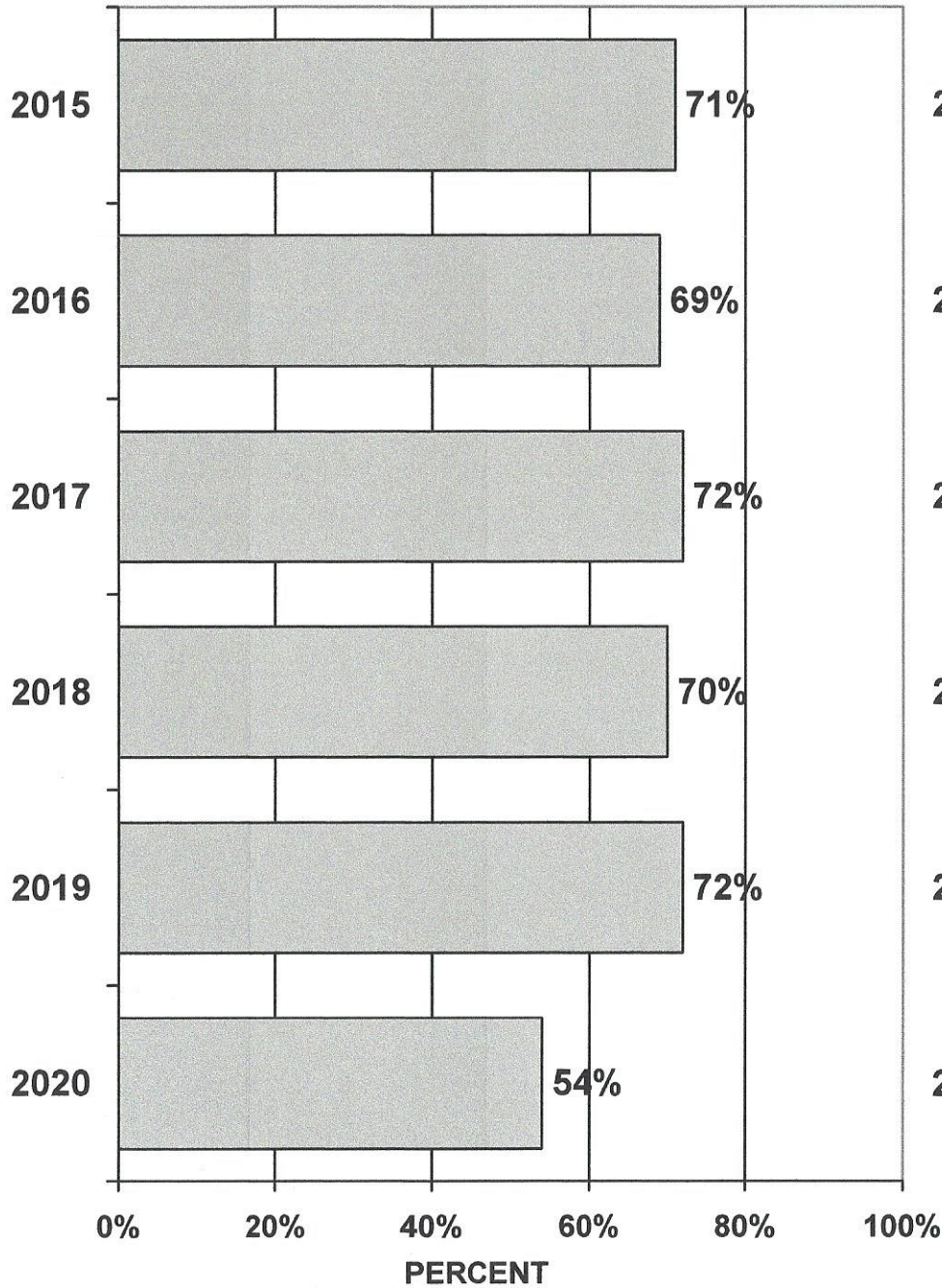
MONTHS REPORTING 2020

	<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	X	X	X	X	X					
CHATEAU MAR BEACH RESORT	51		X	X		X	X	X					
CORAL SANDS OCEAN FRONT	102	X	X			X							
COVE ON ORMOND BEACH	112	X	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	CL	X	X	X					
CLARION INN DESTINATION DAYTONA	79	X	X	X	X	X	X	X					
LA QUINTA INN	143	X	X	X	X	X	X	X					
SLEEP INN	82	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	CL	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	CL	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		X	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	CL	X	X	X					
SE VOLUSIA													
COASTAL WATERS INN	40					CL							
*COUNTRY INN & SUITES PORT ORANGE	87	X	X	X	CL	X	X	X					
HAMPTON INN	122	X										X	
INN ON THE AVENUE	6	X	X		X	X	X	X					
OCEAN TRILLIUM SUITES	32	X	X	X	X	X	X	X					
SPRINGHILL SUITES	114	X	X	X	X	X	X	X					

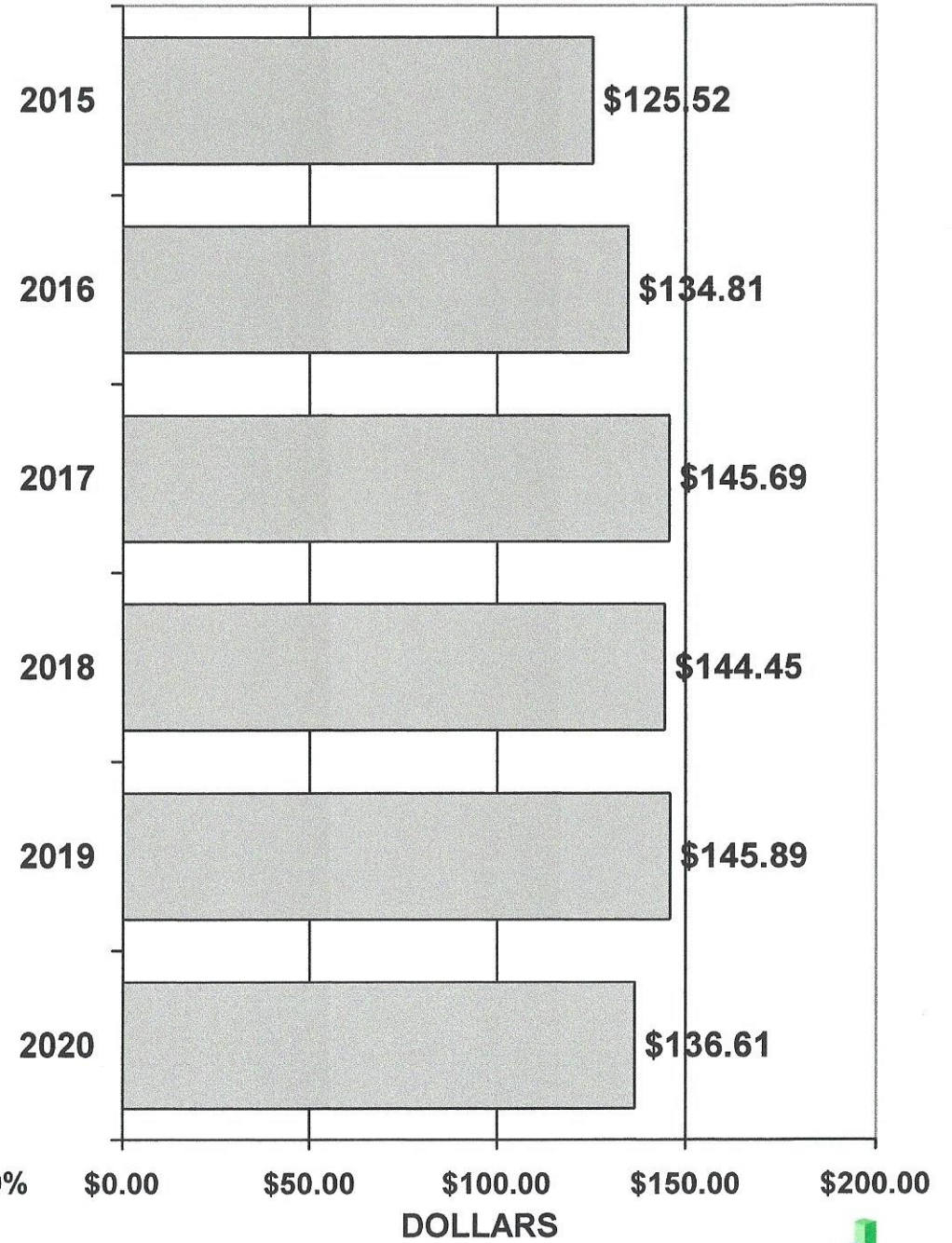
*Country Inn & Suites is listed in Area Sectors Highway I-95 Intersections and SE Volusia
CL - Closed for the month



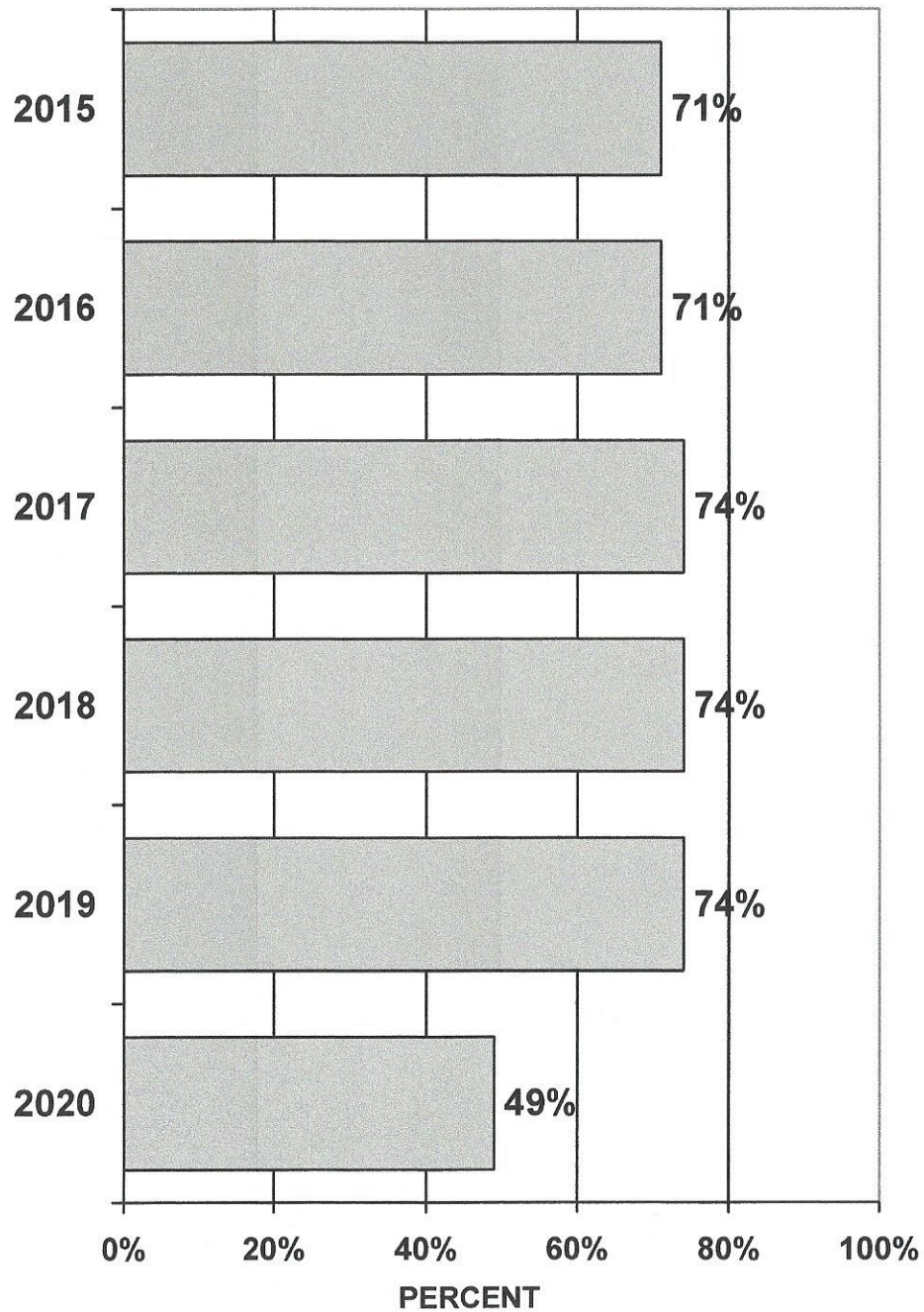
**DAYTONA BEACH SHORES
OCCUPANCY YEAR TO DATE
JULY 2015 - 2020**



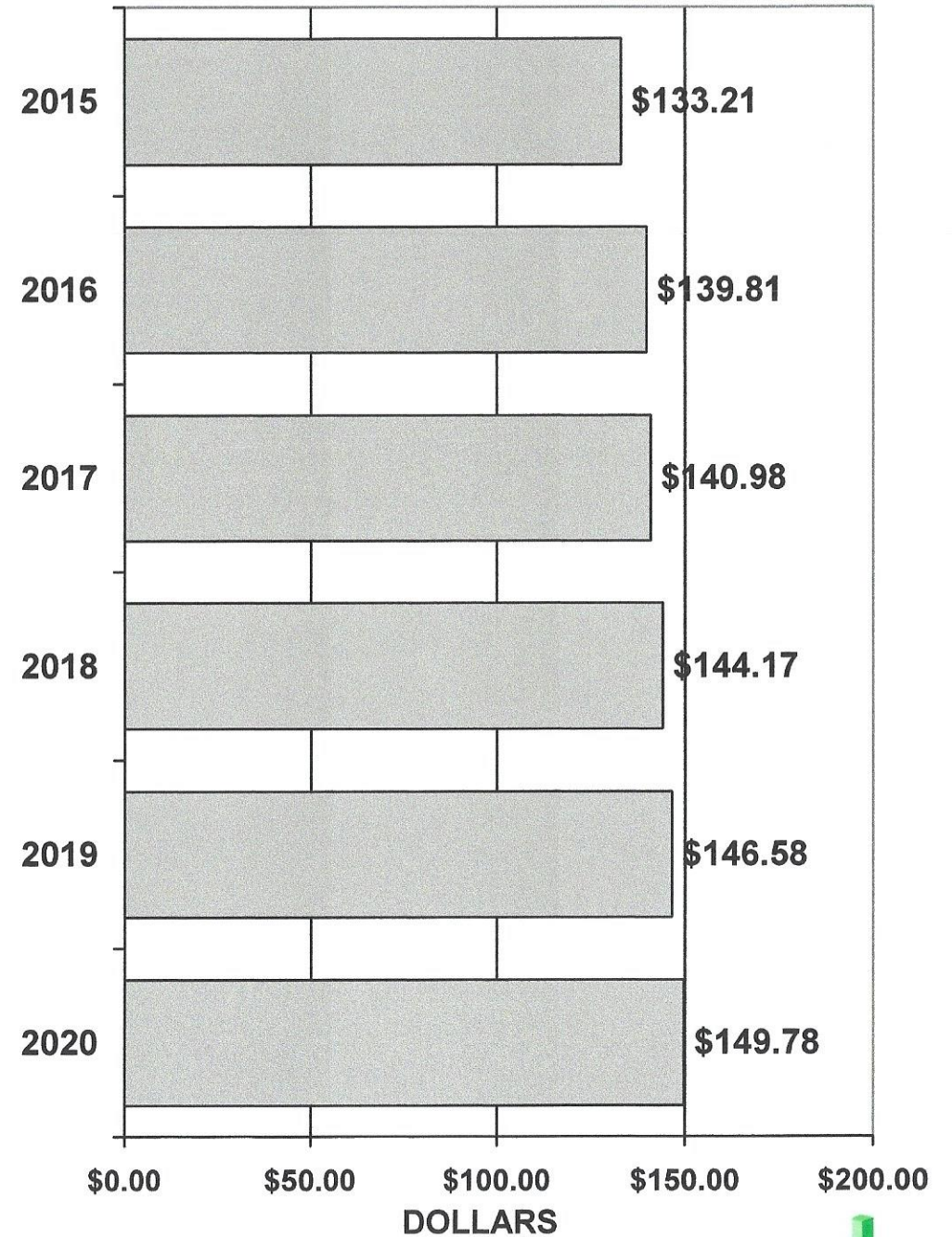
**DAYTONA BEACH SHORES
AVERAGE DAILY RATE YEAR TO DATE
JULY 2015 - 2020**



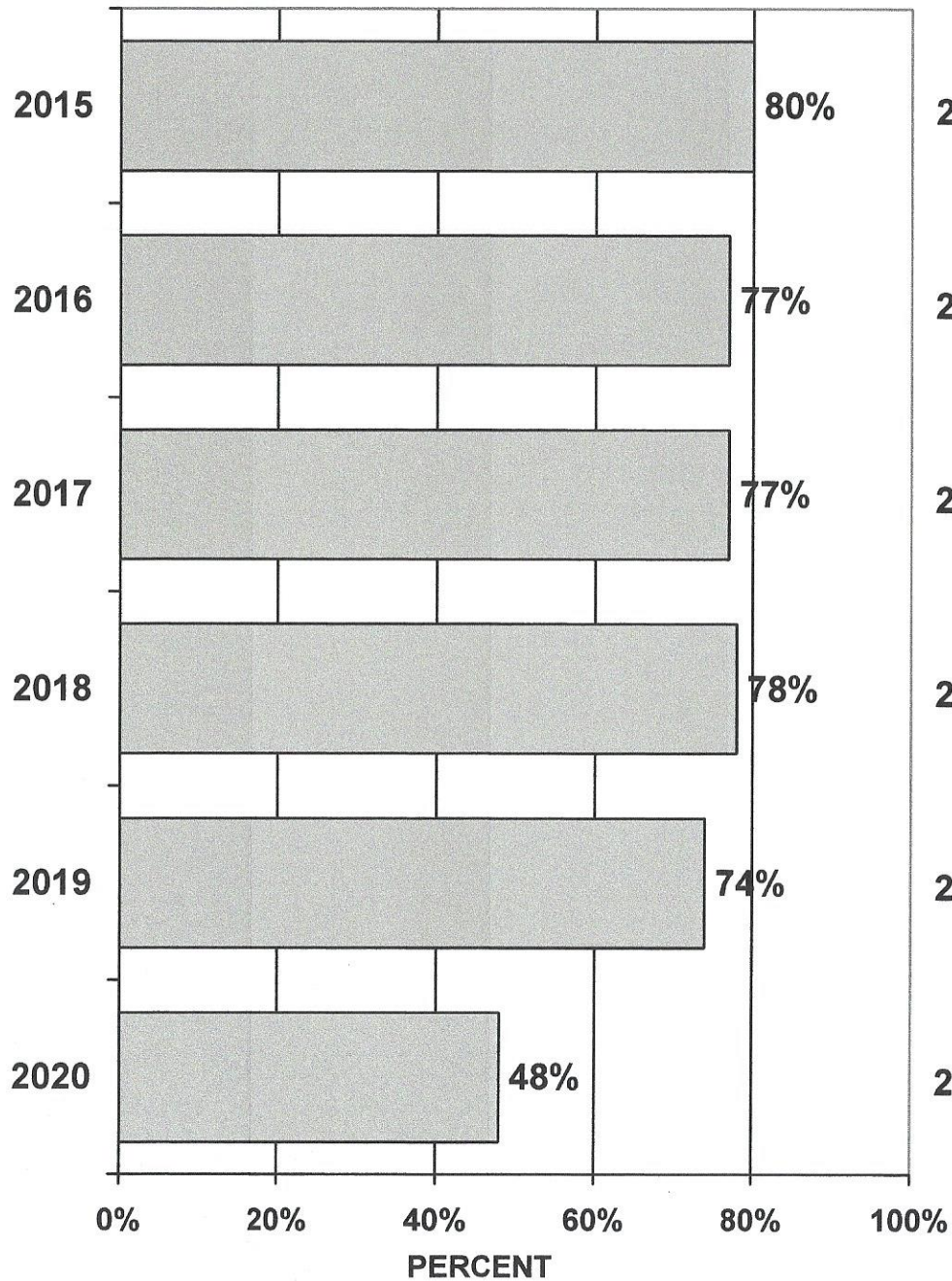
**BEACHSIDE DAYTONA BEACH
OCCUPANCY YEAR TO DATE
JULY 2015 - 2020**



**BEACHSIDE DAYTONA BEACH
AVERAGE DAILY RATE YEAR TO DATE
JULY 2015 - 2020**



**AIRPORT/SPEEDWAY
OCCUPANCY YEAR TO DATE
JULY 2015 - 2020**



**AIRPORT/SPEEDWAY
AVERAGE DAILY RATE YEAR TO DATE
JULY 2015 - 2020**

