

Memo

To: HAAA
From: Evelyn Fine
Date: July 30, 2019
Subject: June 2019 Occupancy & Average Daily Rate Report

Overall Daytona Beach Area Occupancy decreased about 1%, to 76% in June 2019 from 77% in June 2018.

The Daytona Beach Area Average Daily Rate increased about 2%, to \$131.45 in June 2019 from \$128.75 in June 2018.

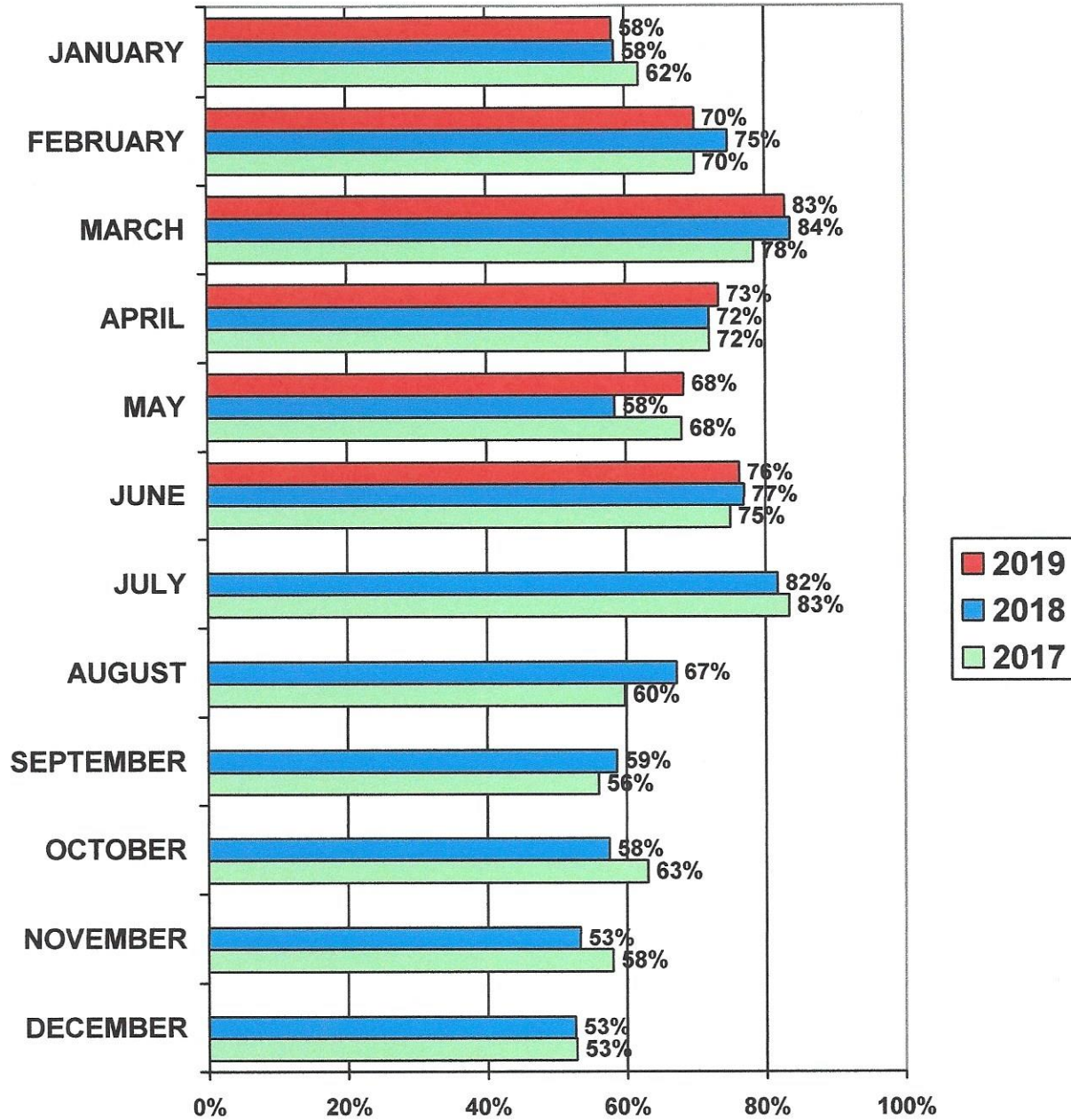
The Daytona Beach Area Revenue per Available Room increased about 1%, to \$100.19 in June 2019 from \$99.01 in June 2018.

We had a fairly rainy June.

EF/LK



HALIFAX AREA HOTEL/MOTEL OCCUPANCY 2017 - 2019

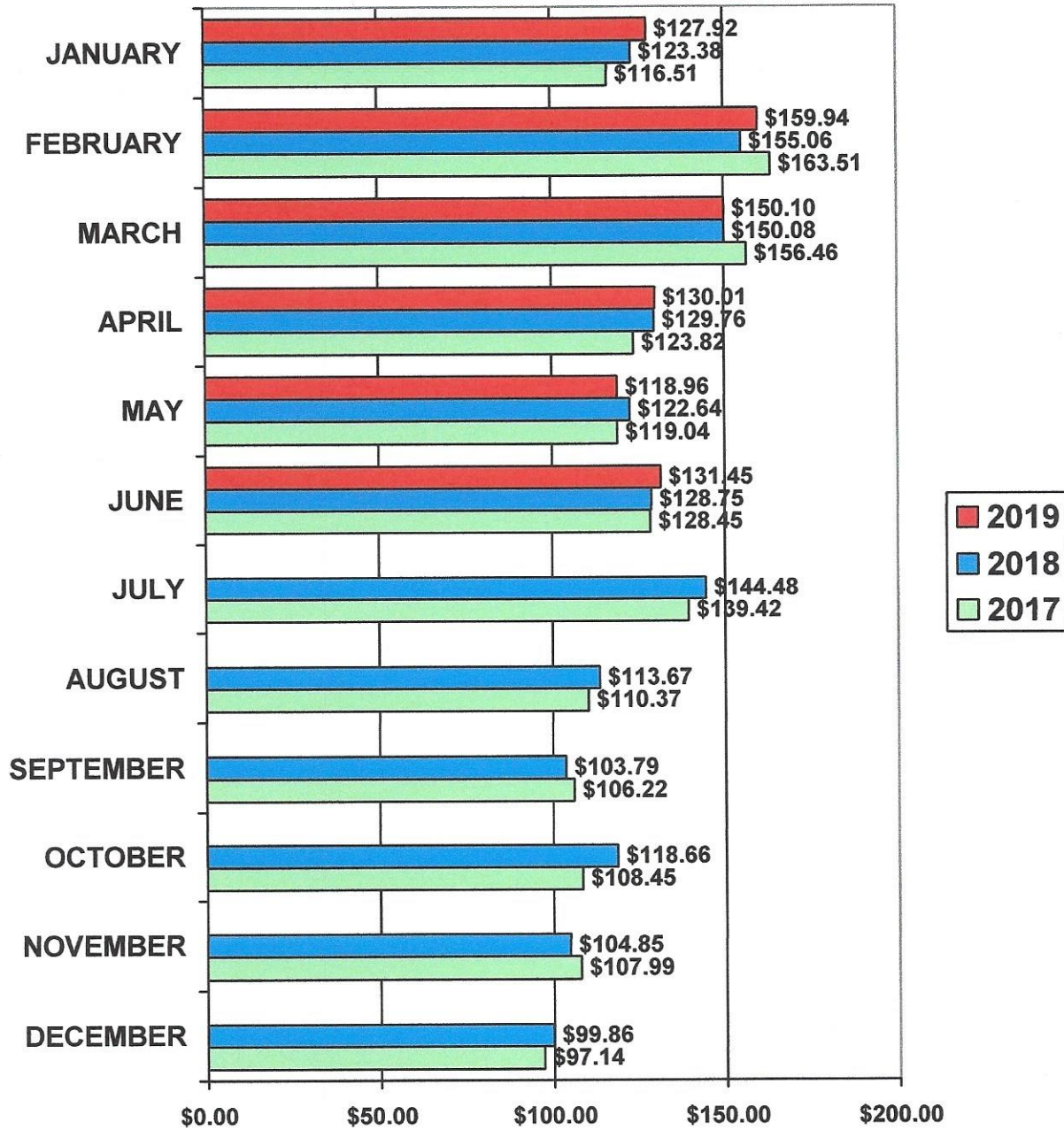


2019 YTD AVG. 72%
2018 YTD AVG. 71%
2017 YTD AVG. 71%

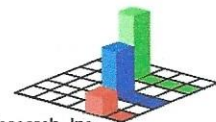
JUNE 2019 HIGH 95%
JUNE 2019 LOW 40%



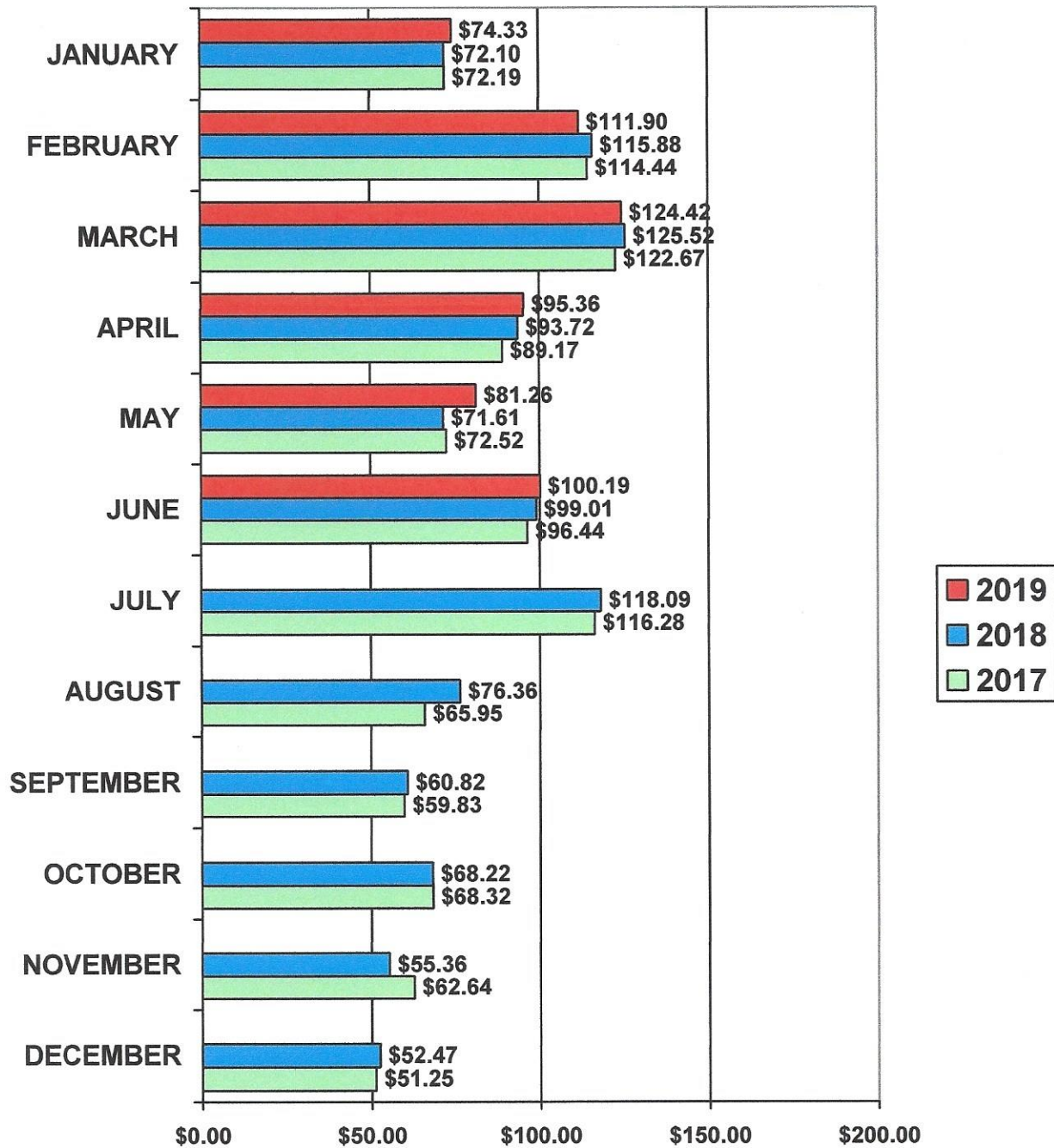
HALIFAX AREA HOTEL/MOTEL AVERAGE DAILY RATE 2017 - 2019



2019 YTD AVG. \$137.10 JUNE 2019 HIGH \$ 238.70
 2018 YTD AVG. \$137.76 JUNE 2019 LOW \$ 68.13
 2017 YTD AVG. \$134.68



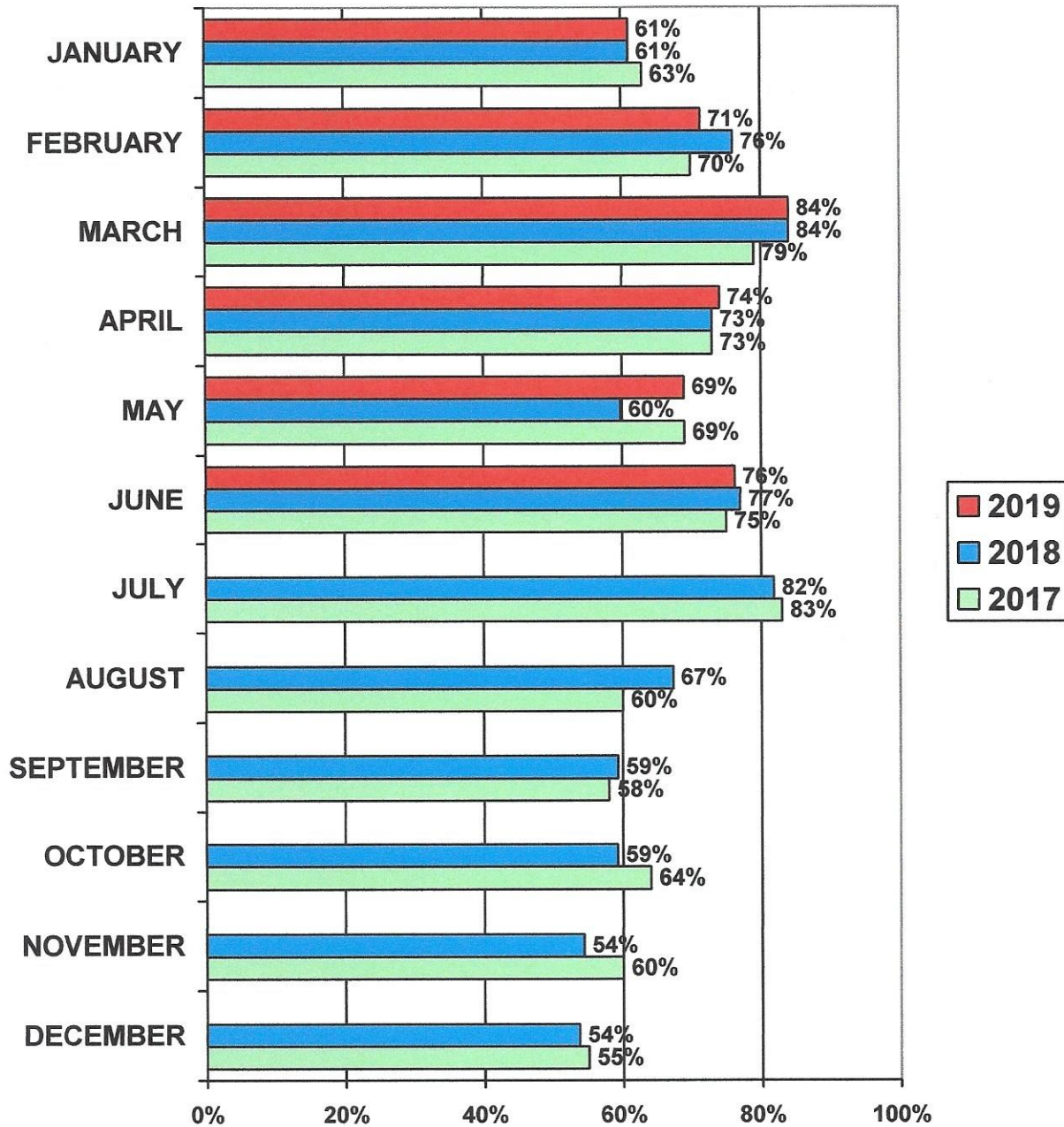
HALIFAX AREA HOTEL/MOTEL REV PAR BY MONTH 2017 - 2019



2019 YTD AVG. \$ 98.49
 2018 YTD AVG. \$ 96.12
 2017 YTD AVG. \$ 94.15



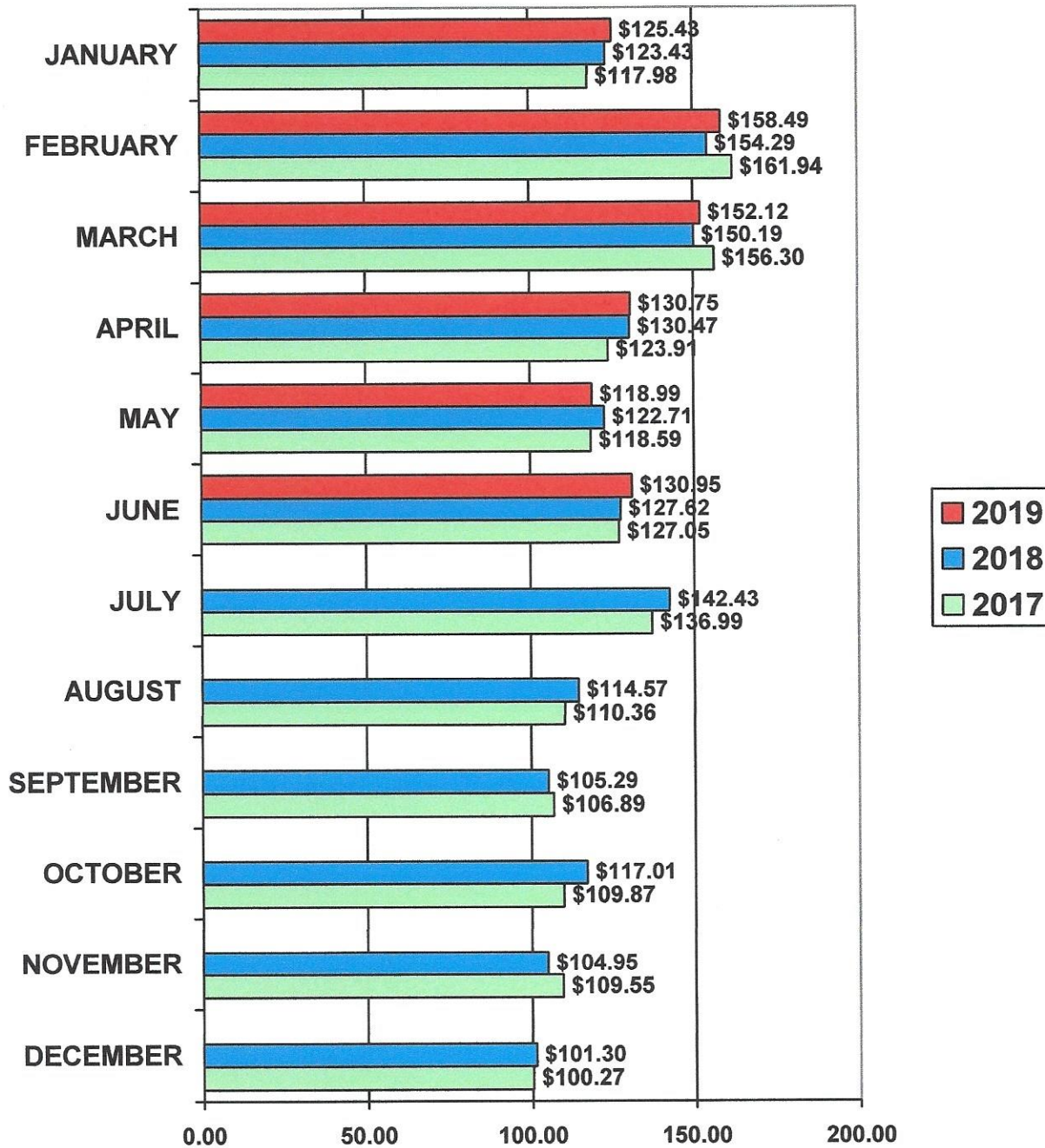
VOLUSIA HOTEL/MOTEL OCCUPANCY 2017 - 2019



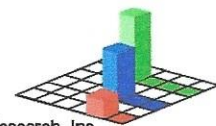
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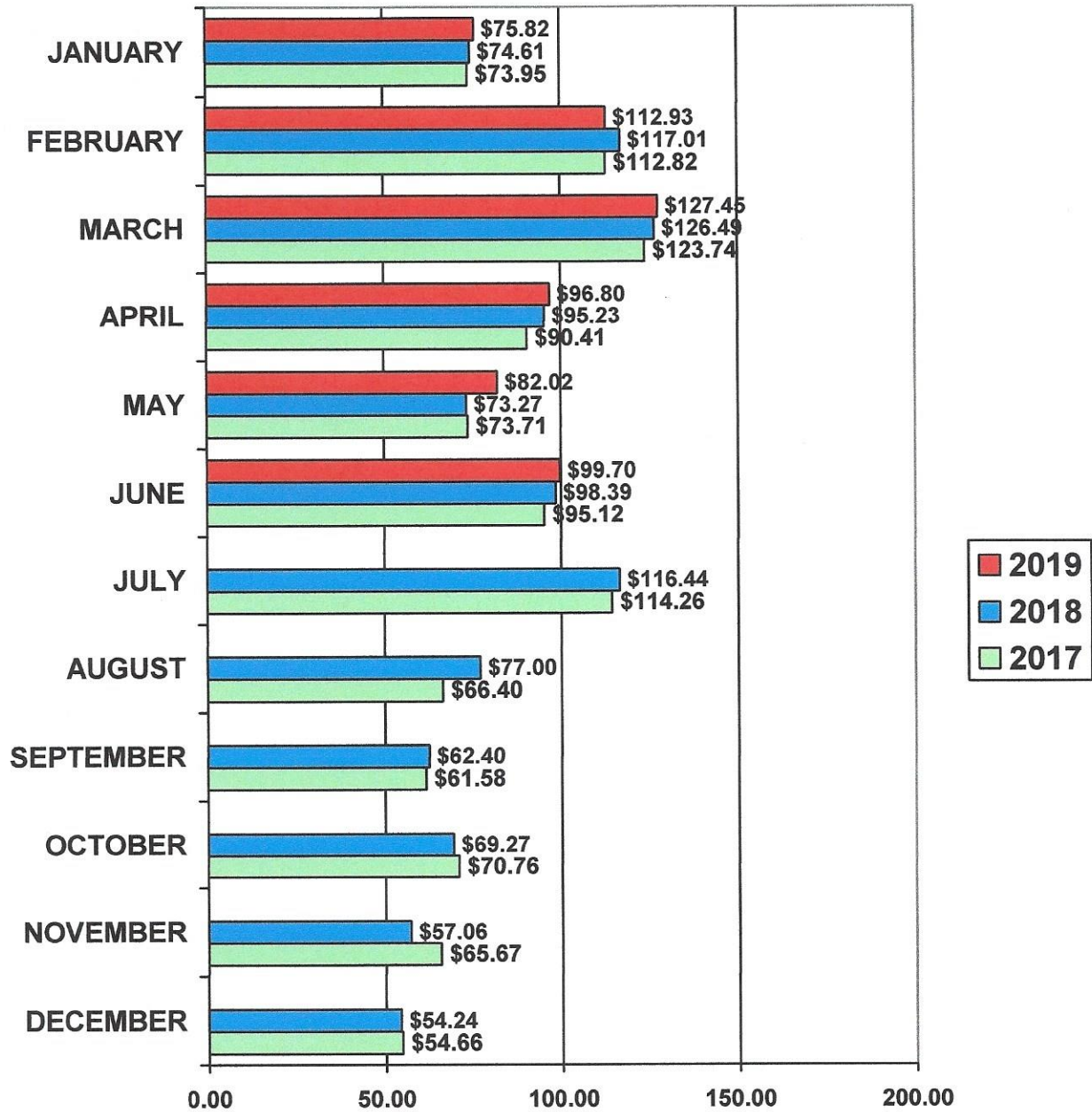
VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2017 - 2019



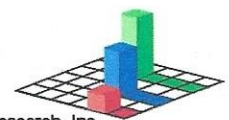
2019 YTD AVG. \$136.78 JUNE 2019 HIGH \$ 238.70
 2018 YTD AVG. \$135.76 JUNE 2019 LOW \$ 68.13
 2017 YTD AVG. \$134.68



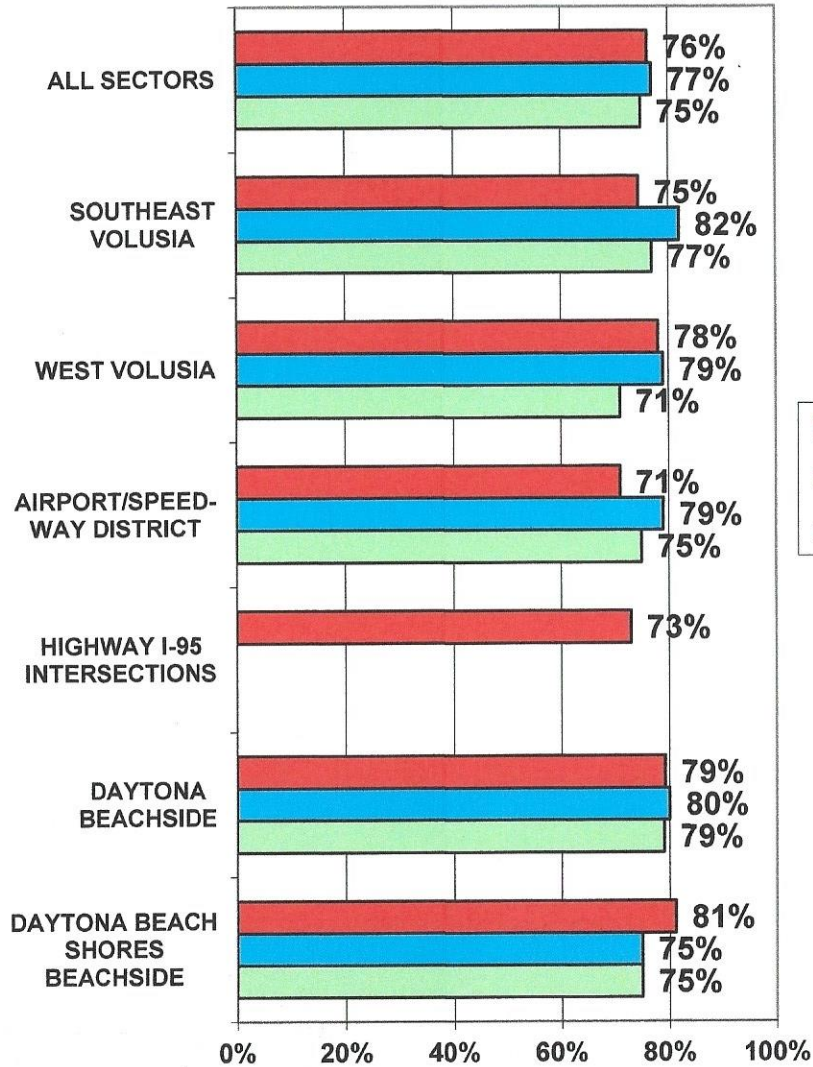
VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2017 - 2019



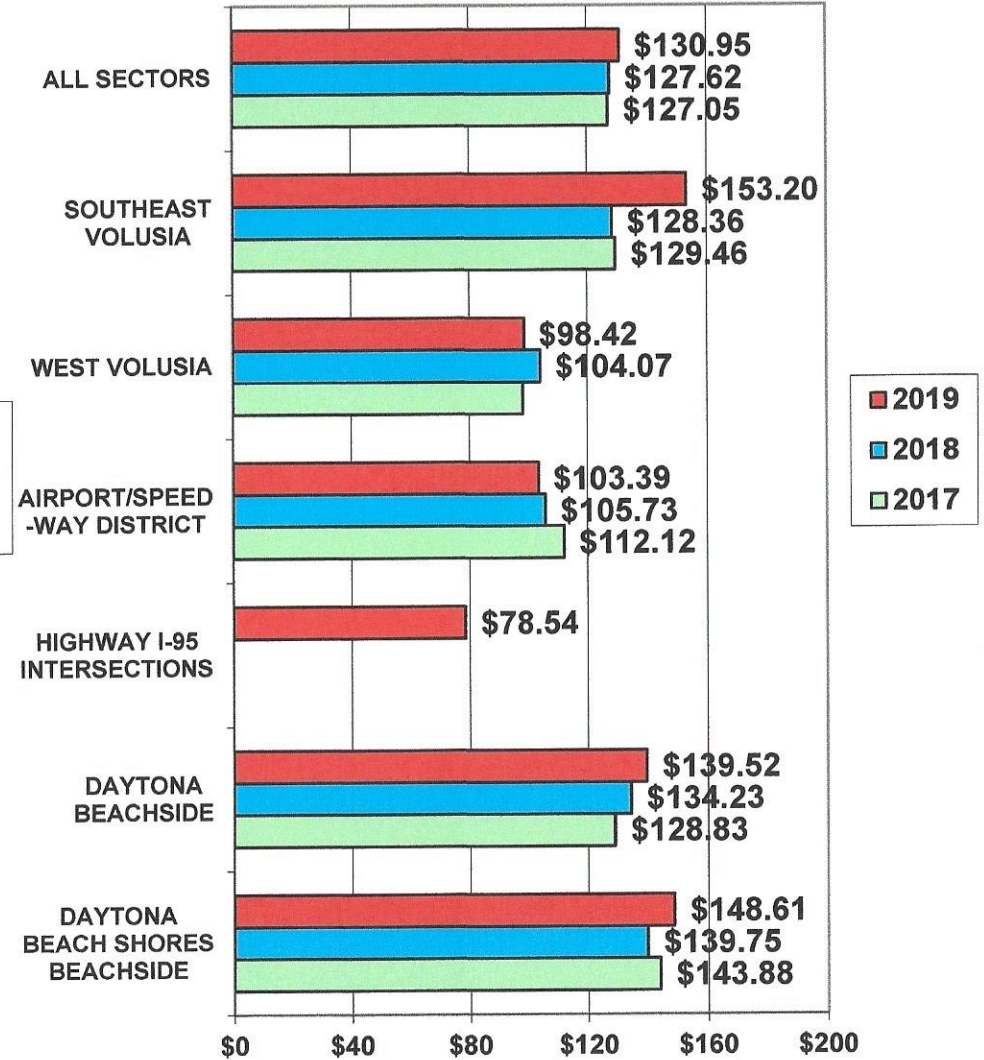
2019 YTD AVG. \$ 99.24
 2018 YTD AVG. \$ 97.33
 2017 YTD AVG. \$ 94.51



VOLUSIA OCCUPANCY BY AREA SECTORS - JUNE 2017 - 2019

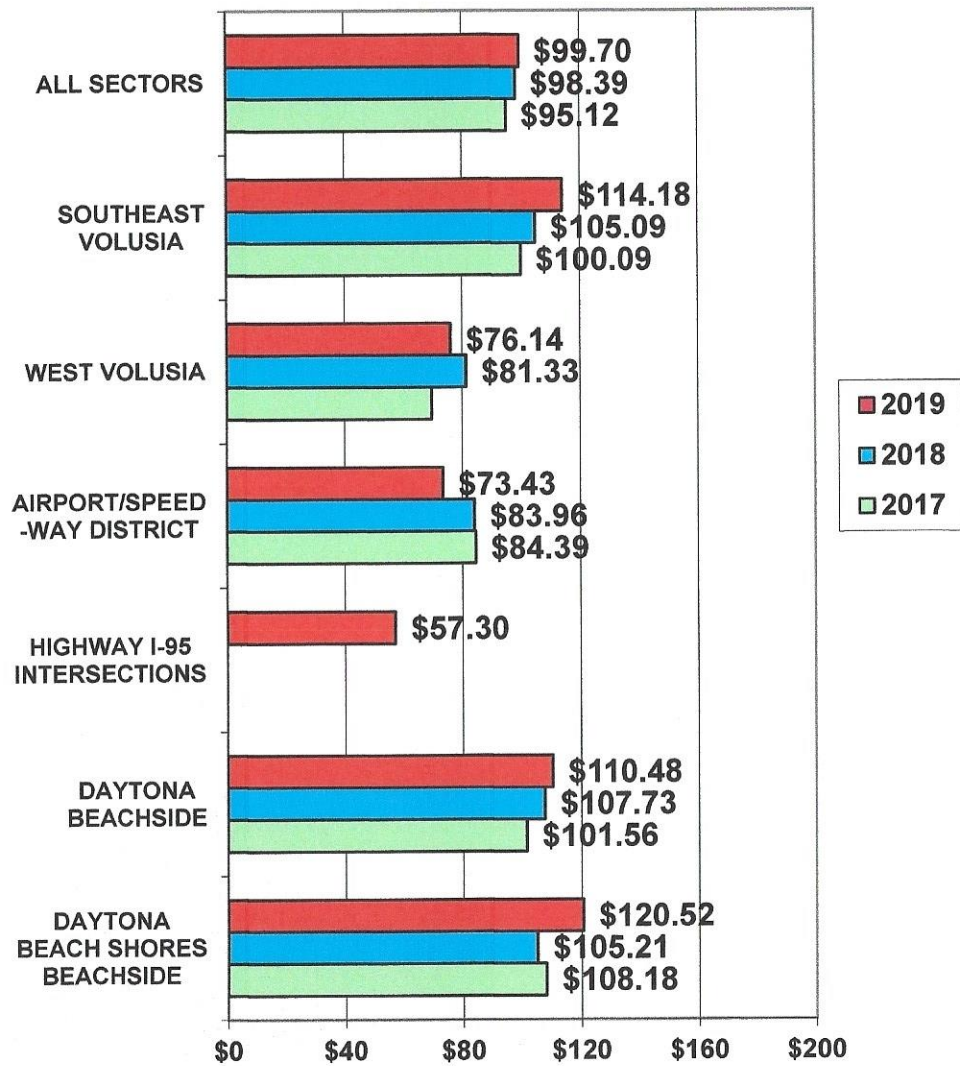


VOLUSIA AVERAGE DAILY RATE BY AREA SECTORS - JUNE 2017 - 2019



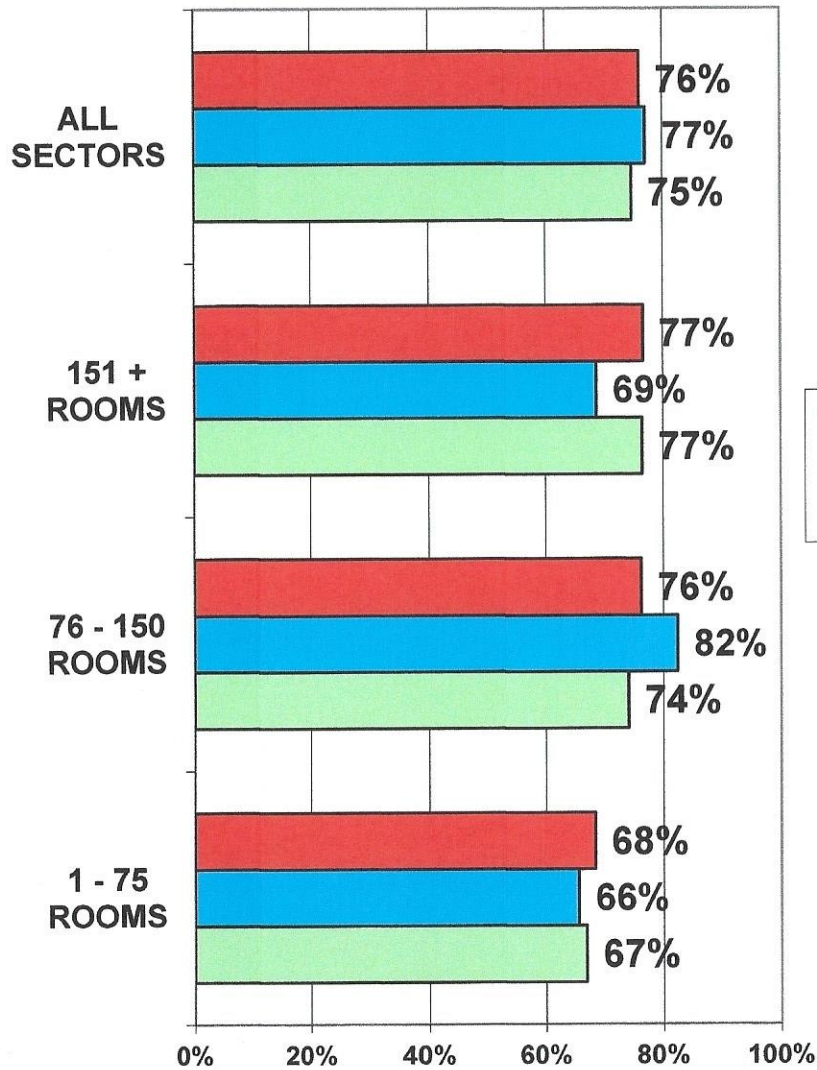
AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED

VOLUSIA REV/PAR BY AREA SECTORS - JUNE 2017 - 2019

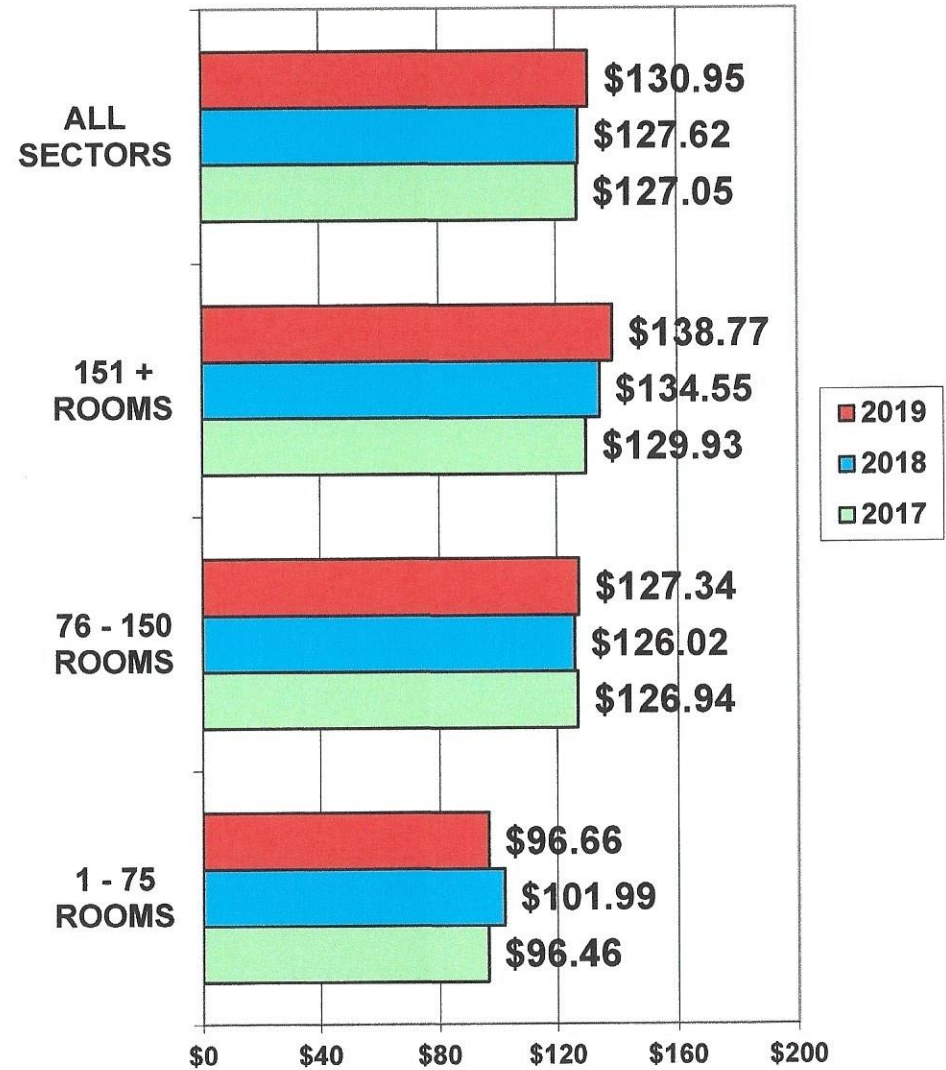


AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED

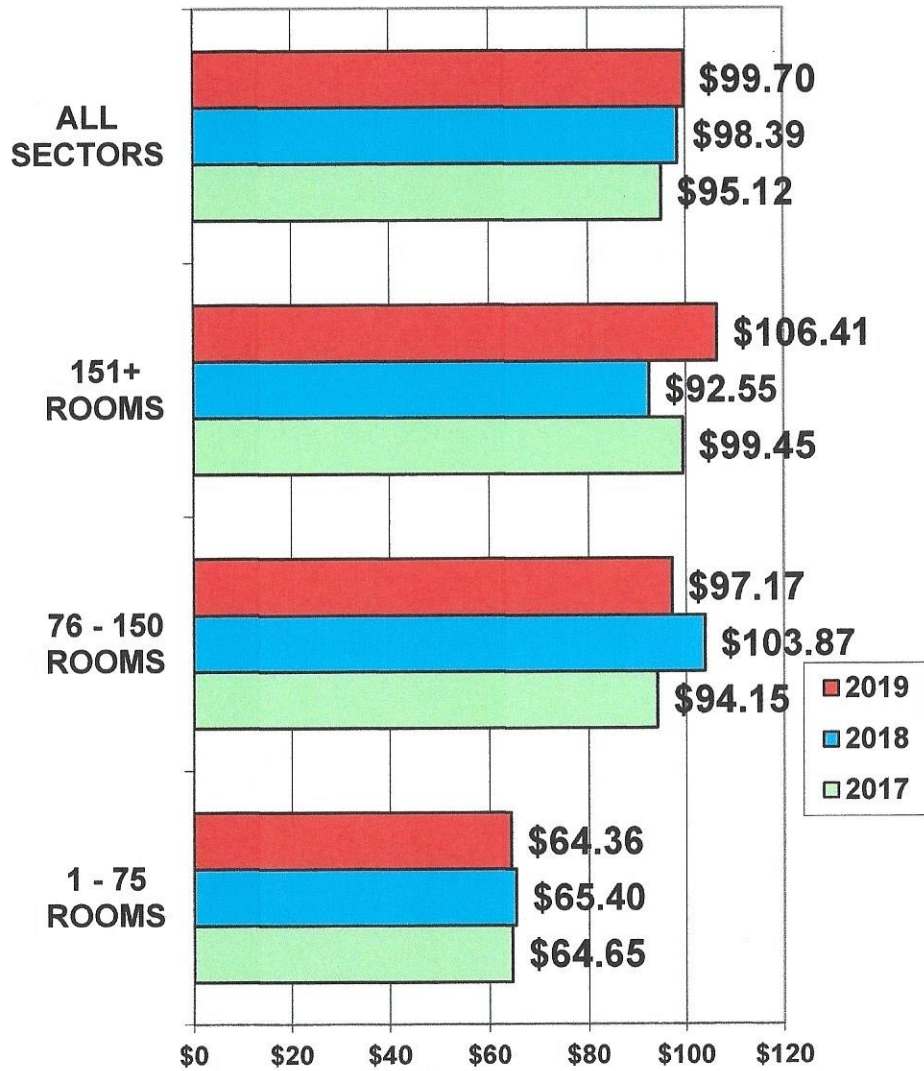
VOLUSIA OCCUPANCY BY PROPERTY SIZE - JUNE 2017 - 2019



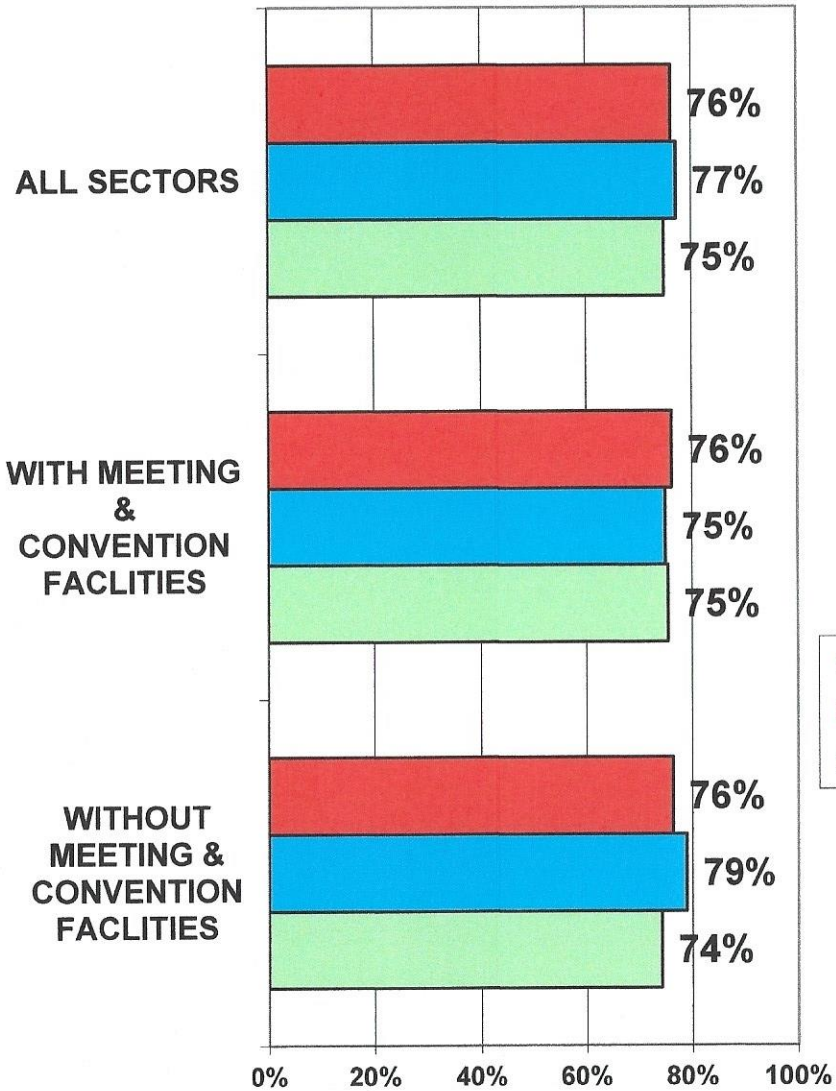
VOLUSIA AVERAGE DAILY RATE BY PROPERTY SIZE - JUNE 2017 - 2019



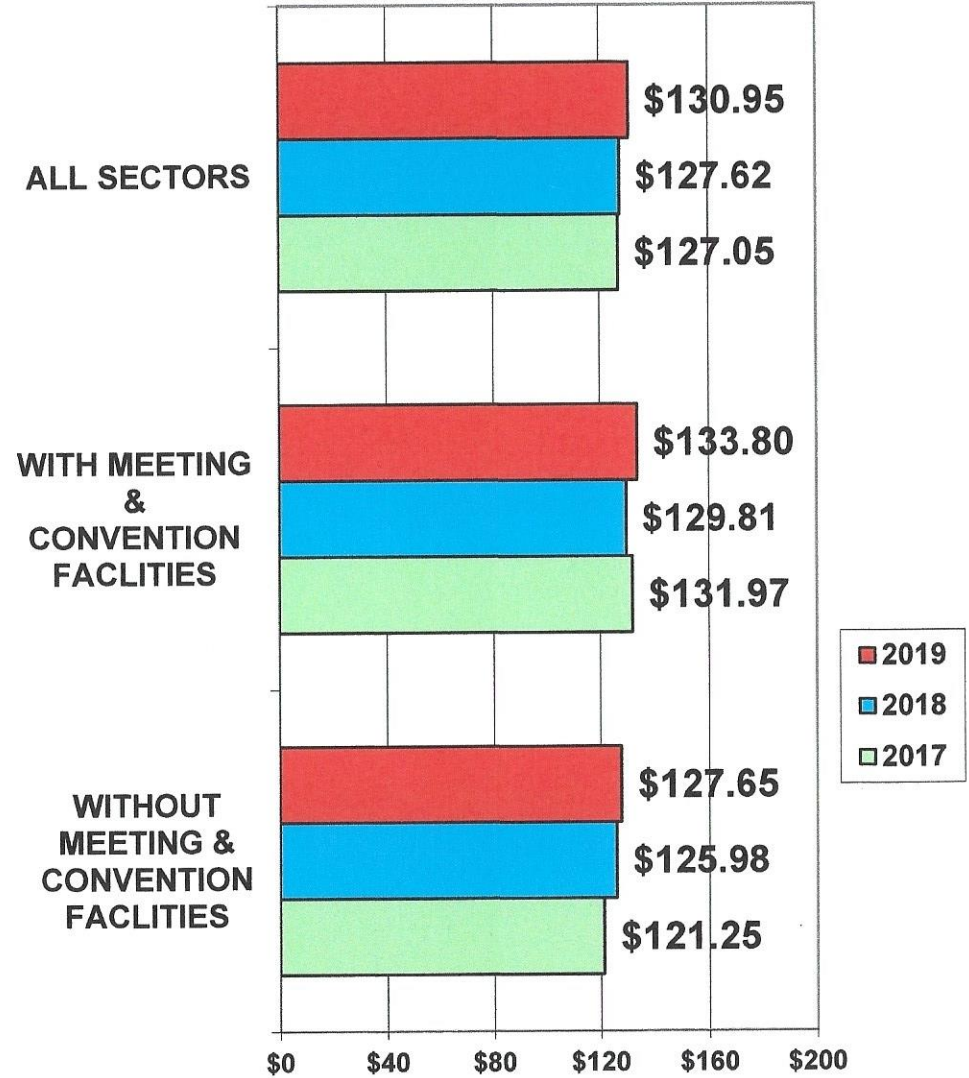
VOLUSIA REV/PAR BY PROPERTY SIZE - JUNE 2017 - 2019



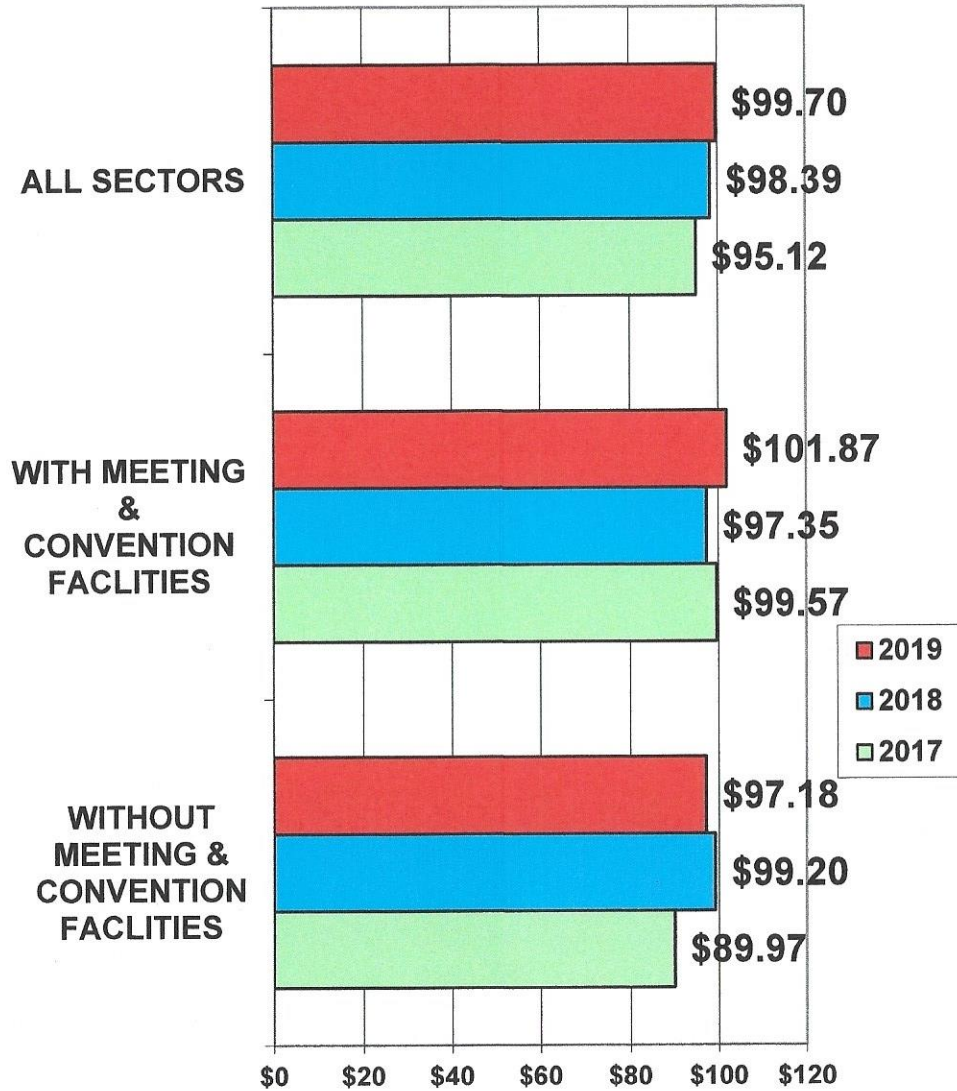
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - JUNE 2017 - 2019



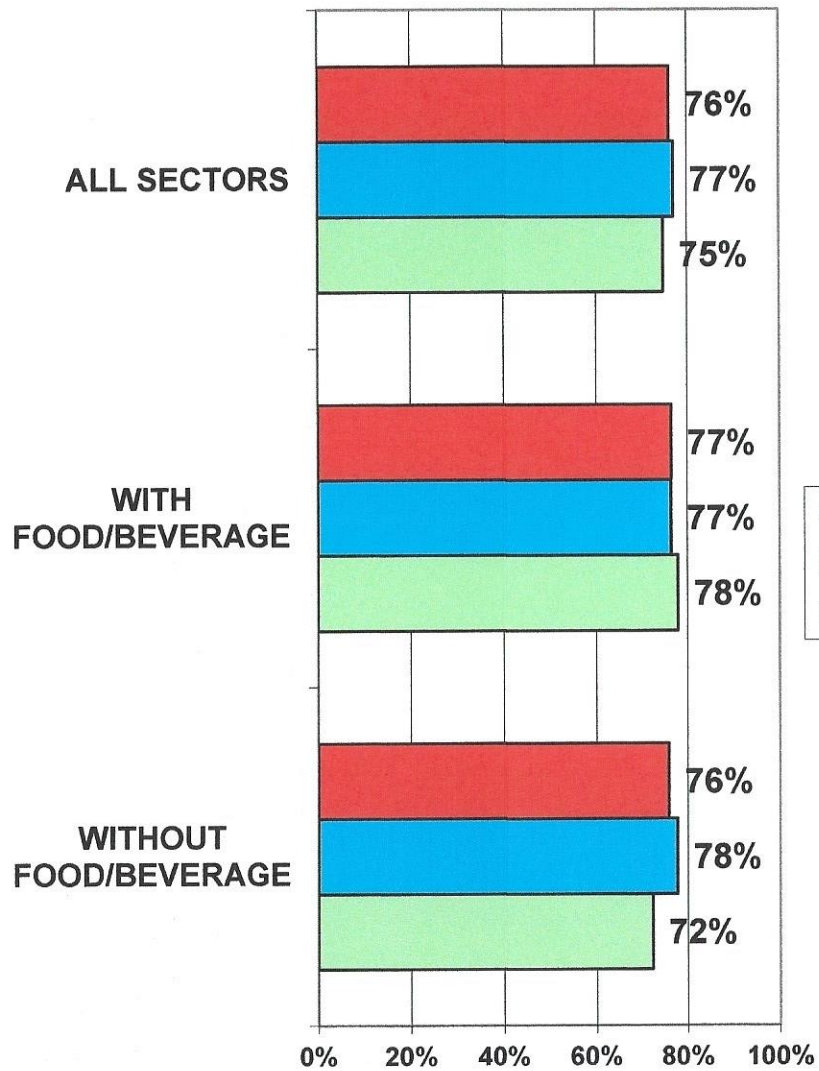
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - JUNE 2017 - 2019



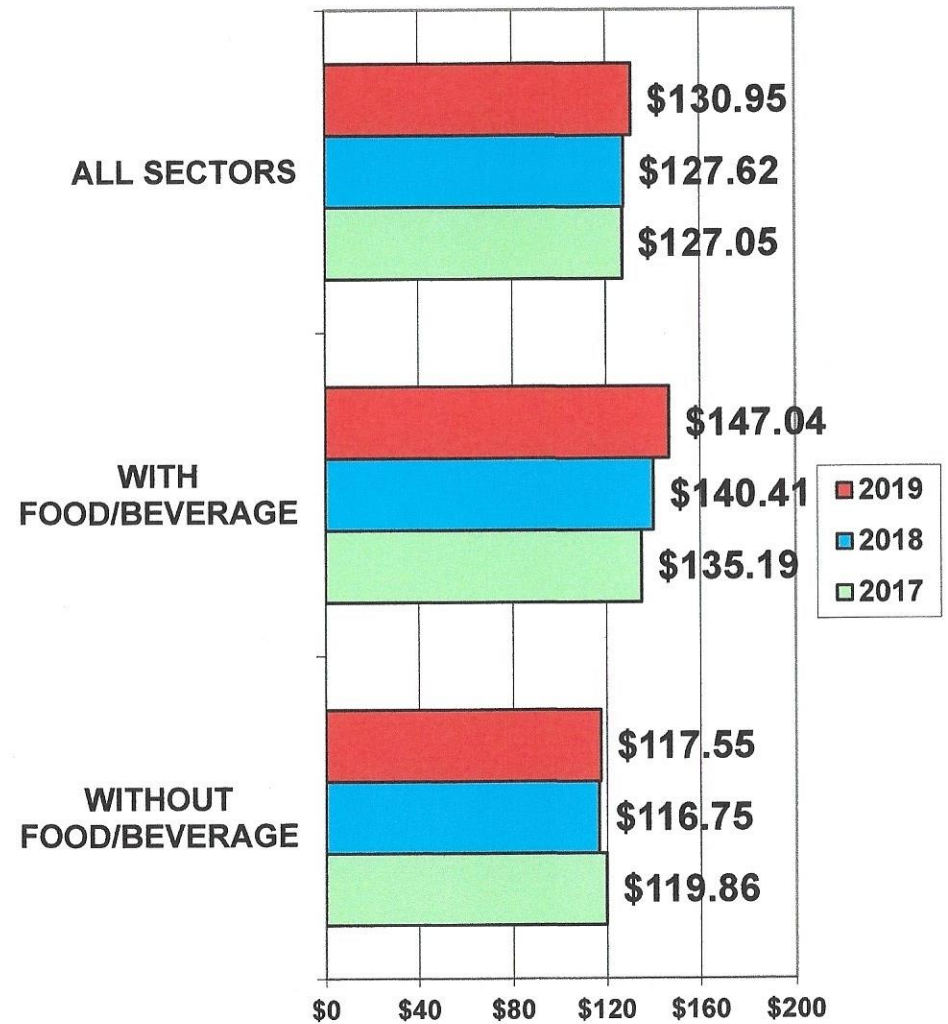
**VOLUSIA REV/PAR BY
MEETING & CONVENTION
FACILITIES - JUNE 2017 - 2019**



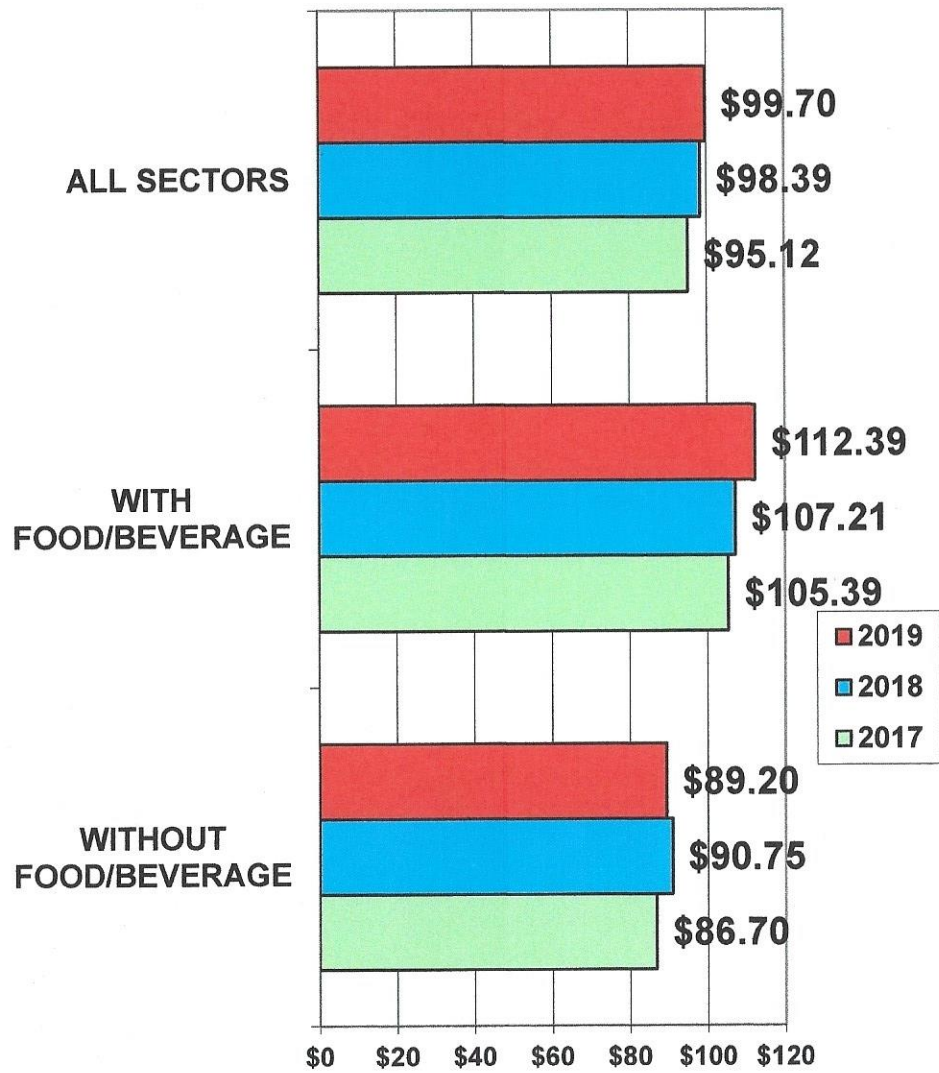
VOLUSIA OCCUPANCY BY FOOD/BEVERAGE - JUNE 2017 - 2019



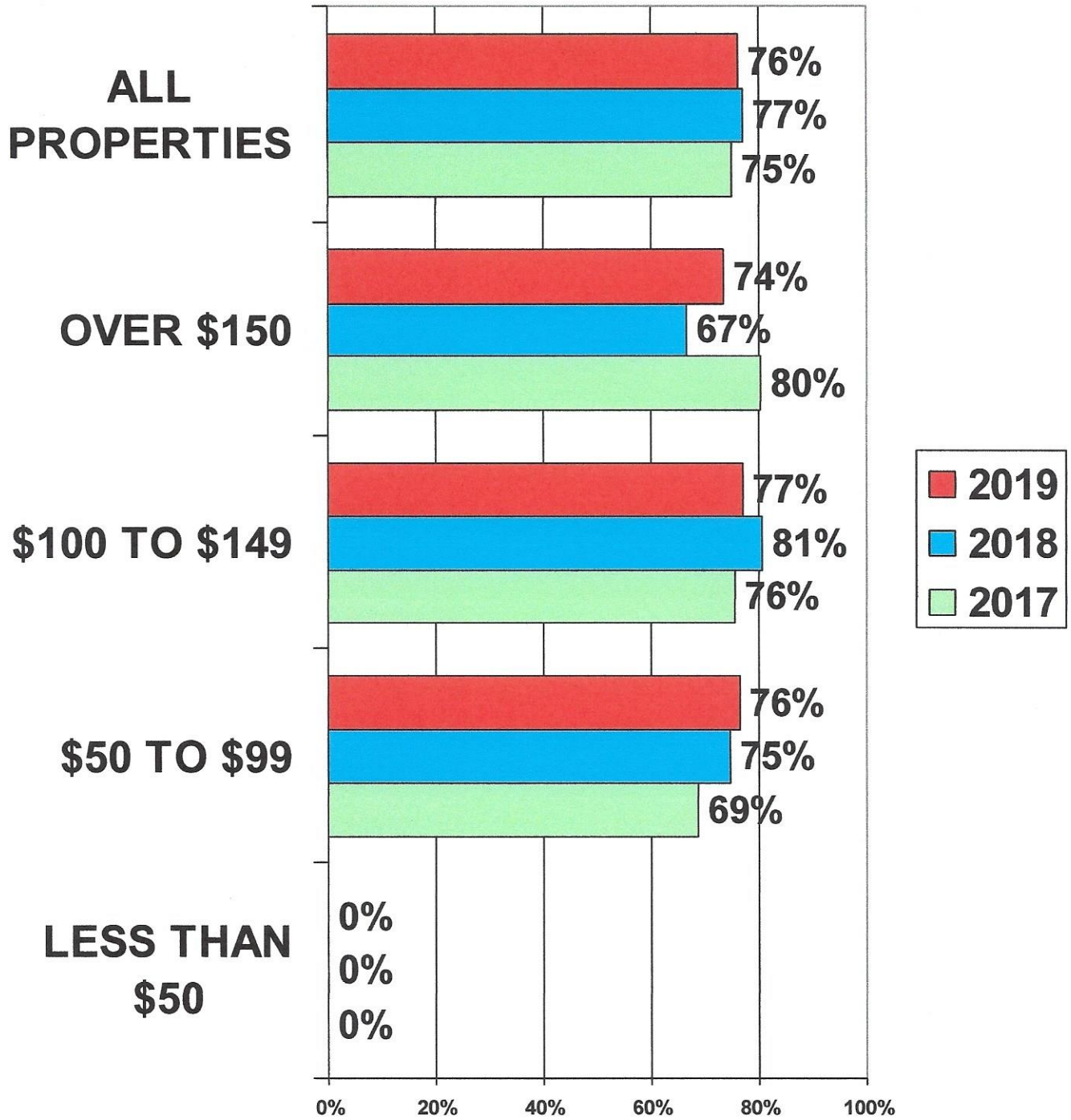
VOLUSIA AVERAGE DAILY RATE BY FOOD/BEVERAGE - JUNE 2017 - 2019



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



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



Mid-Florida Marketing & Research, Inc.

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

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

