

Memo

To: HAAA
From: Evelyn Fine
Date: April 19, 2017
Subject: March 2017 Occupancy & Average Daily Rate Report

Overall Daytona Beach Area Occupancy decreased about 5%, to 78% in March 2017 from 82% in March 2016.

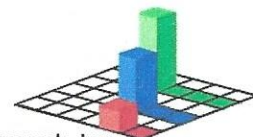
The Daytona Beach Area Average Daily Rate increased 5%, to \$156.46 in March 2017 from \$148.81 in March 2016.

The Daytona Beach Area Revenue per Available Room remained about the same, at \$122.67 in March 2017 and \$122.29 in March 2016.

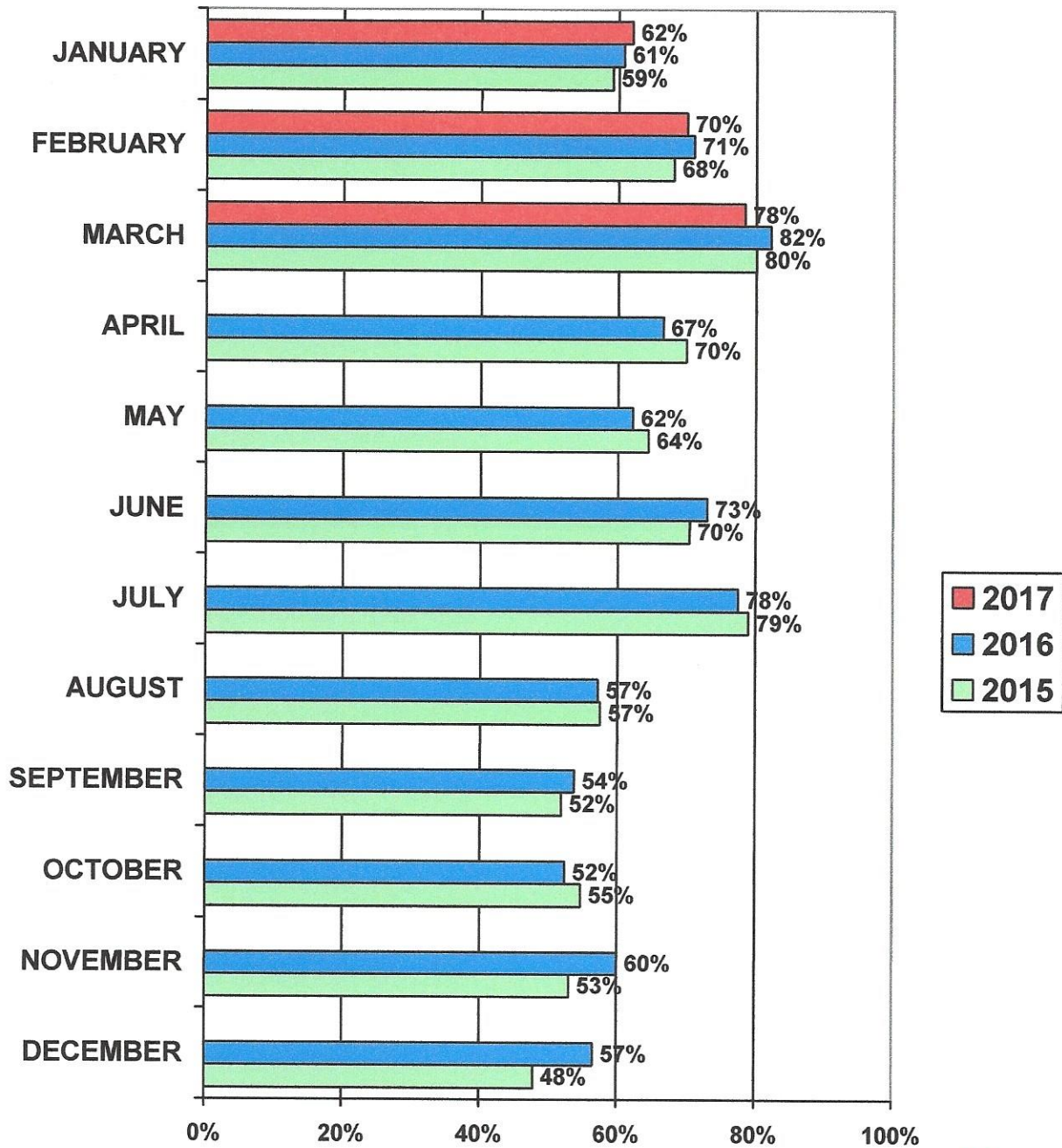
Bike Week was held during the month. The rain and cooler weather during the first week, and an overlap of Spring Break and Bike Week contributed to the overall occupancy and average daily rate.

Several hotels were still not operating at 100% or were closed due to damage from Hurricane Matthew in October 2016, resulting in higher rates for the rest.

EF/LK

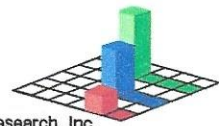


DAYTONA BEACH HOTEL/MOTEL OCCUPANCY 2015 - 2017

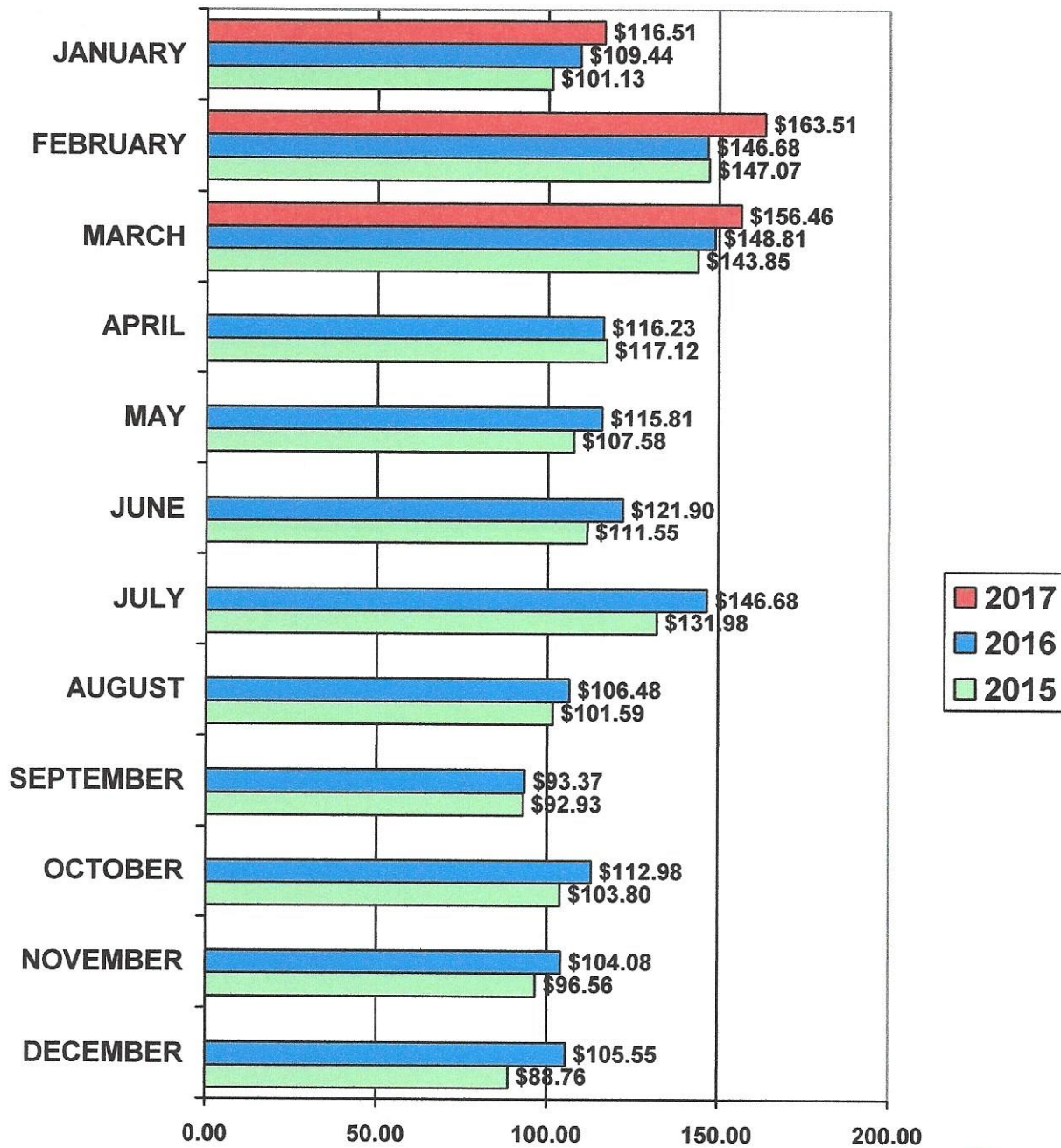


2017 YTD AVG. 70% **MAR. 2017 HIGH 98%**
2016 YTD AVG. 72% **MAR. 2017 LOW 34%**
2015 YTD AVG. 69%

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DAYTONA BEACH HOTEL/MOTEL AVERAGE DAILY RATE 2015 - 2017

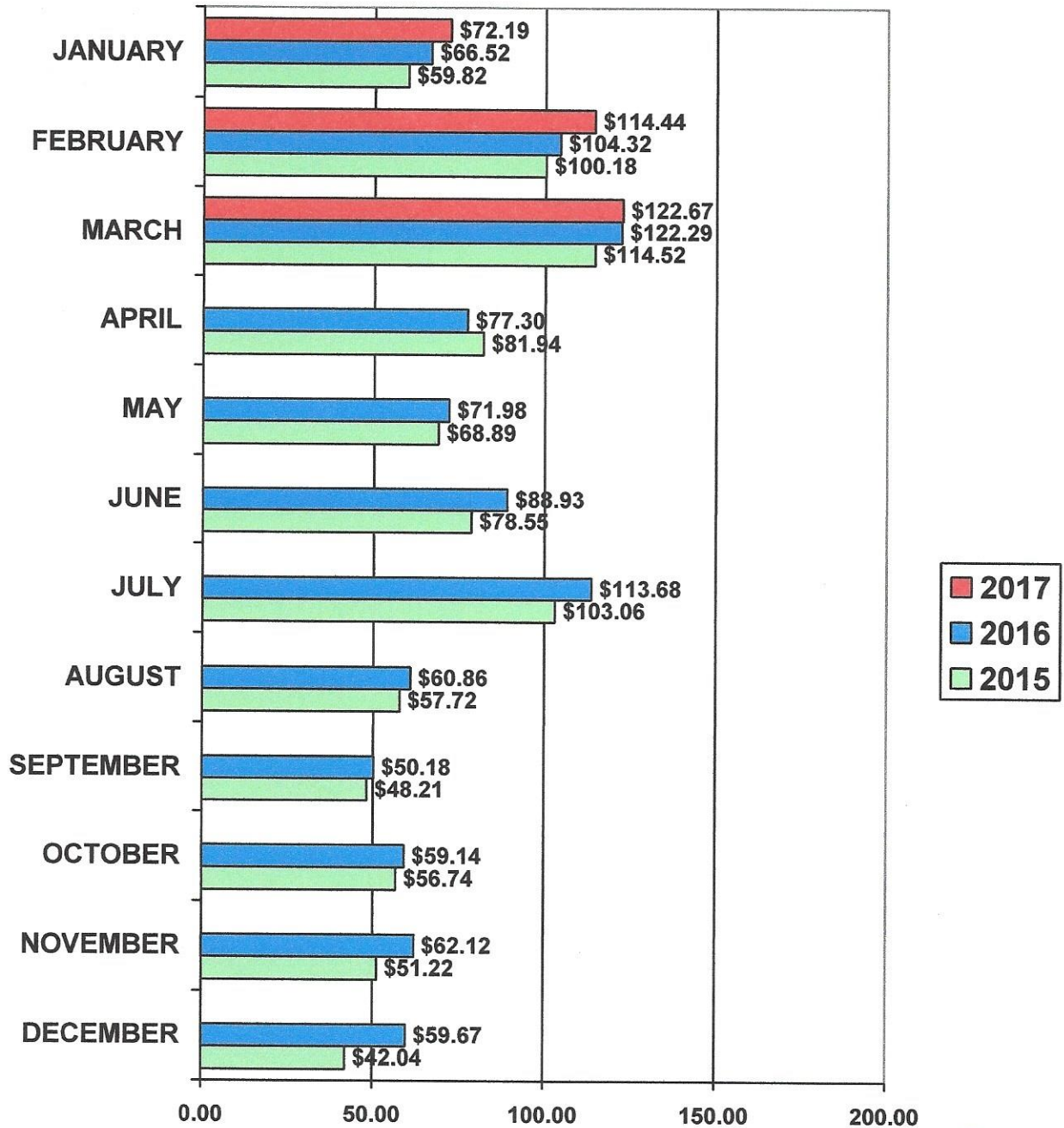


2017 YTD AVG. \$147.40 MAR. 2017 HIGH \$269.51
2016 YTD AVG. \$137.28 MAR. 2017 LOW \$ 99.98
2015 YTD AVG. \$132.42

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DAYTONA BEACH HOTEL/MOTEL REV PAR BY MONTH 2015 - 2017



2017 YTD AVG. \$103.73

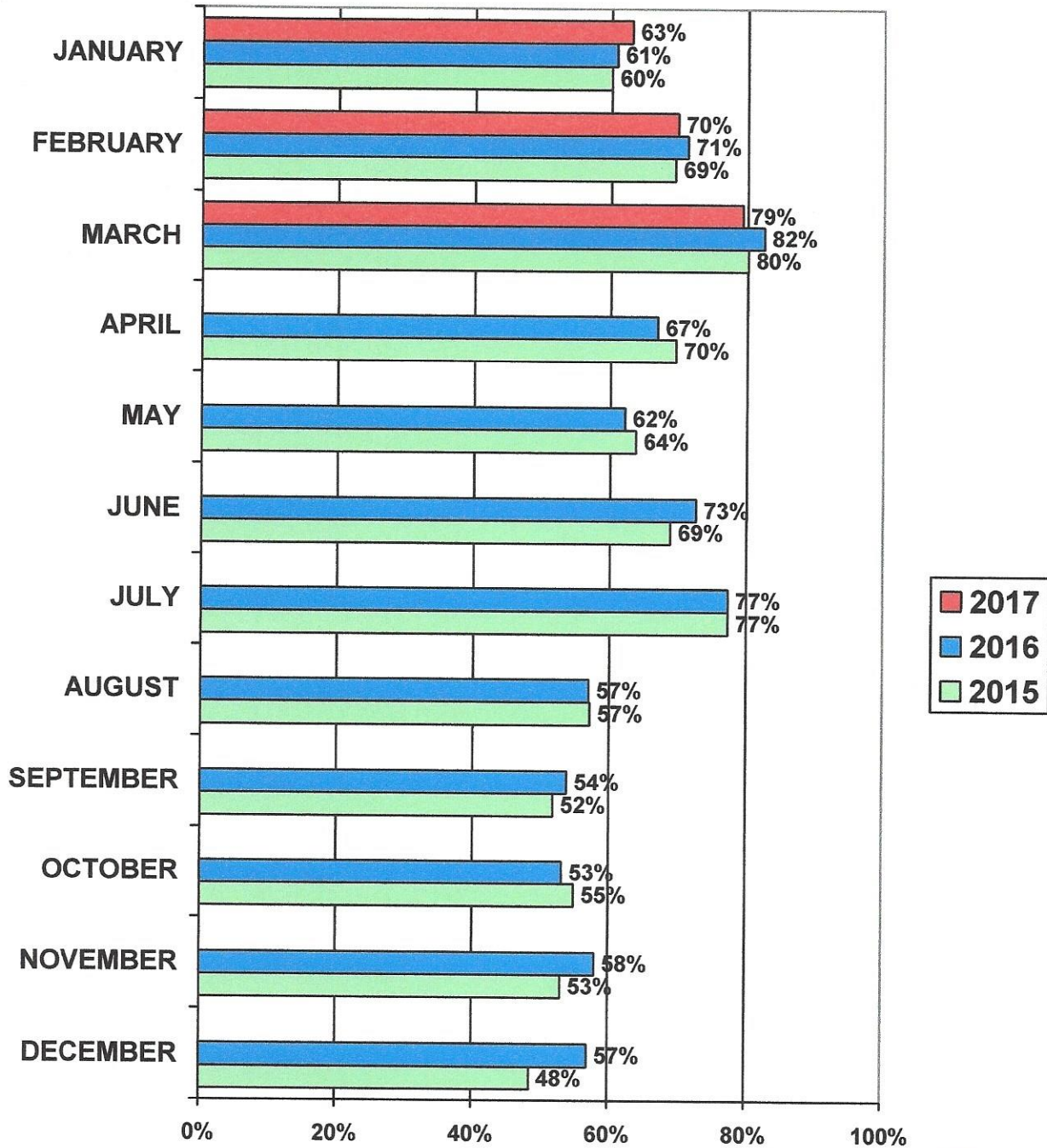
2016 YTD AVG. \$ 98.23

2015 YTD AVG. \$ 91.43

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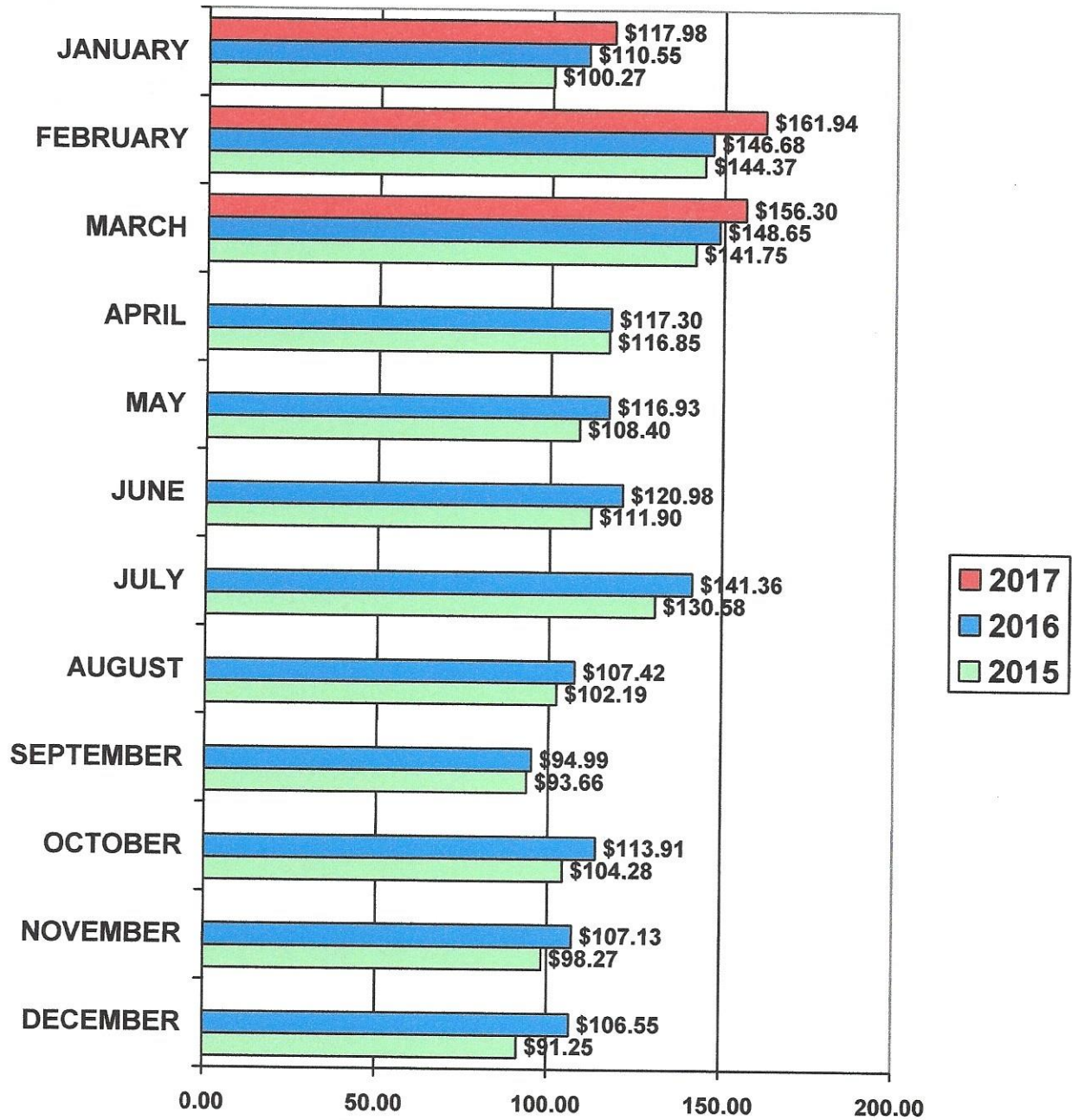
VOLUSIA HOTEL/MOTEL OCCUPANCY 2015 - 2017



2017 YTD AVG. 71% **MAR. 2017 HIGH 98%**
2016 YTD AVG. 72% **MAR. 2017 LOW 34%**
2015 YTD AVG. 70%



VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2015 - 2017

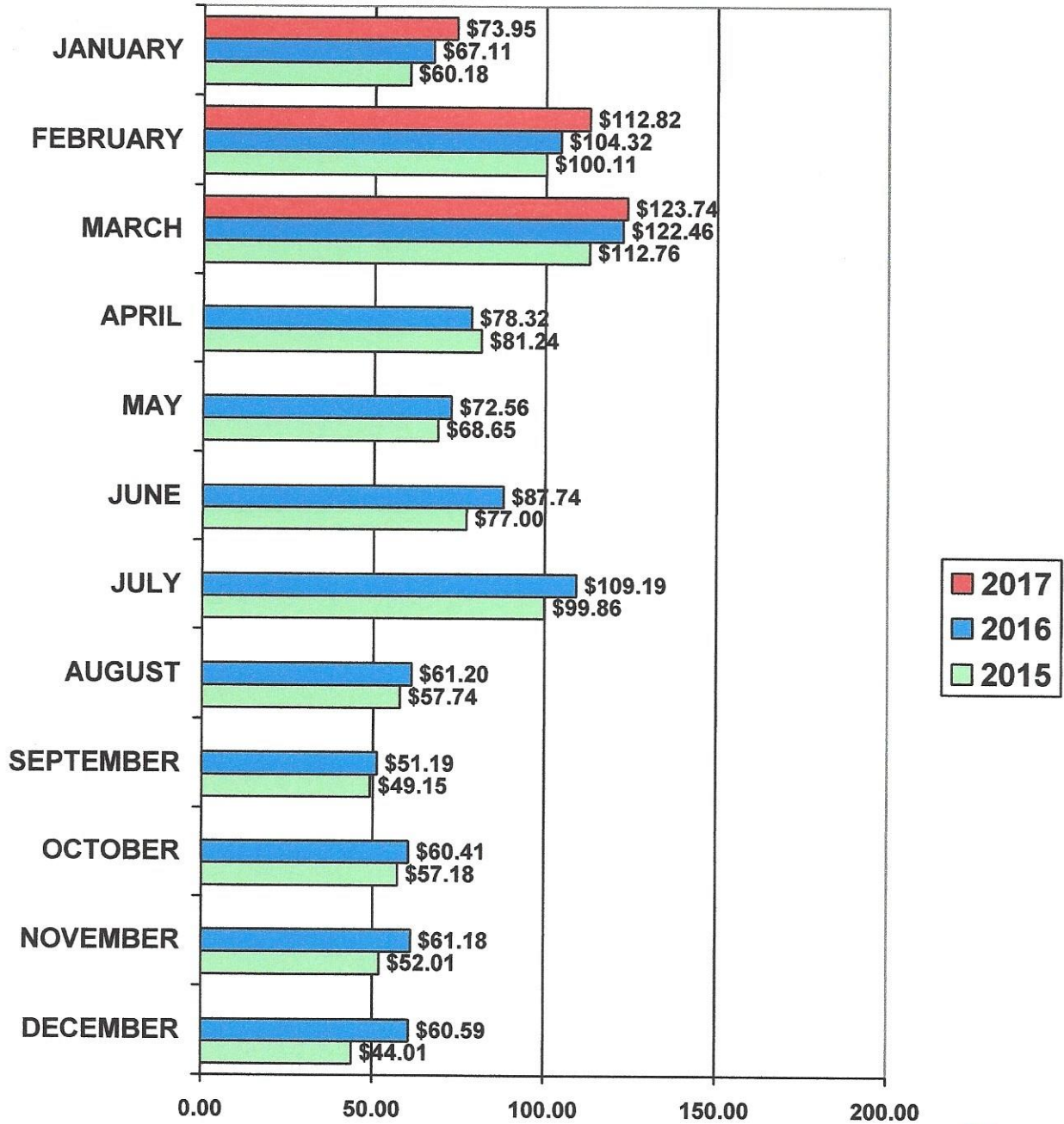


2017 YTD AVG. \$147.14 **MAR. 2017 HIGH \$269.51**
2016 YTD AVG. \$137.24 **MAR. 2017 LOW \$ 99.98**
2015 YTD AVG. \$130.32

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VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2015 - 2017

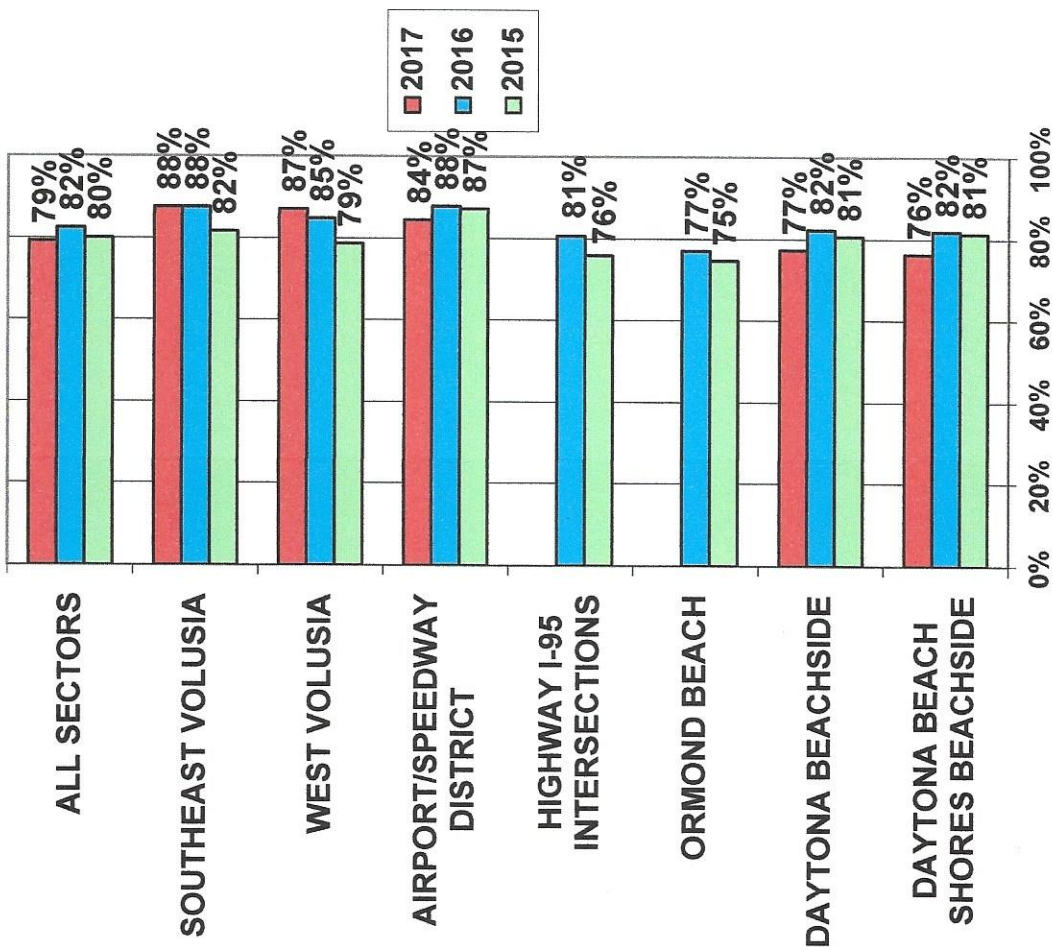


2017 YTD AVG. \$104.10
2016 YTD AVG. \$ 98.25
2015 YTD AVG. \$ 90.79

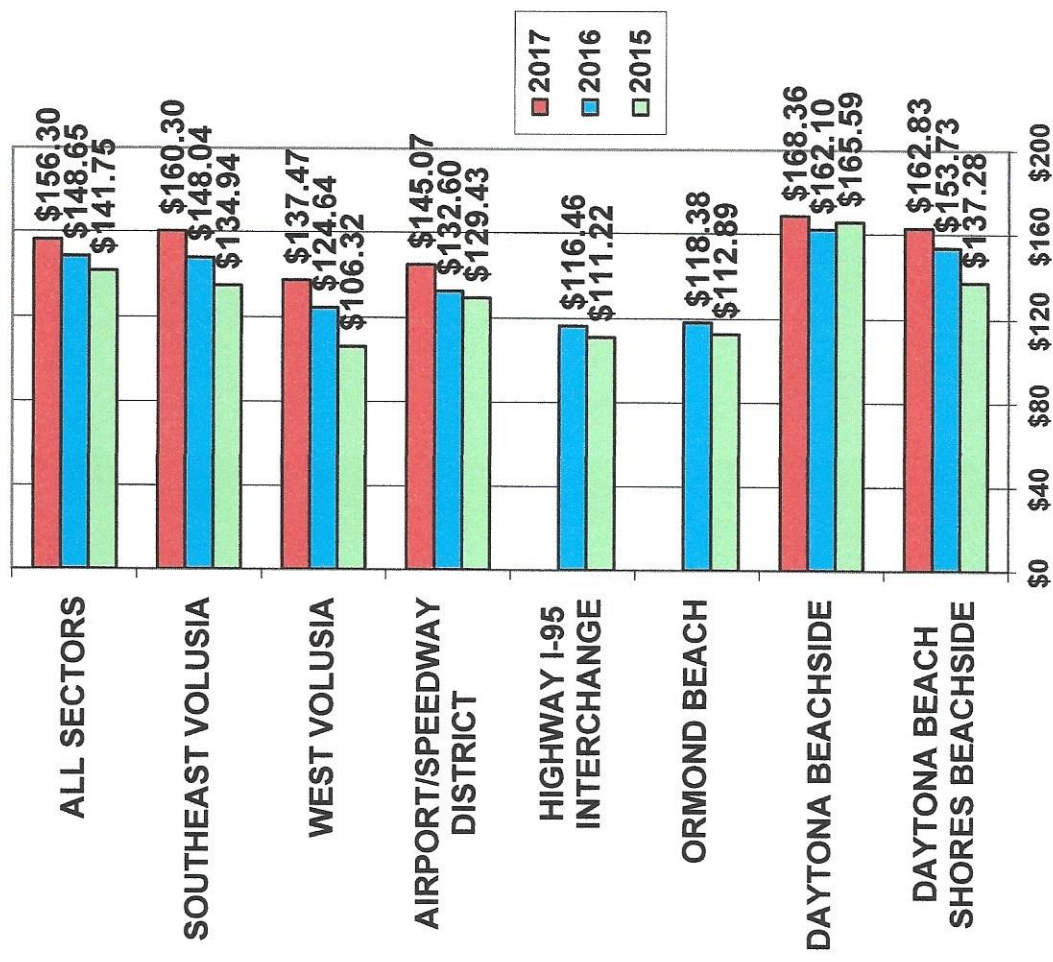
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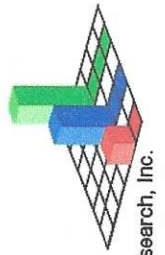
**VOLUSIA OCCUPANCY BY
AREA SECTORS -
MARCH 2015 - 2017**



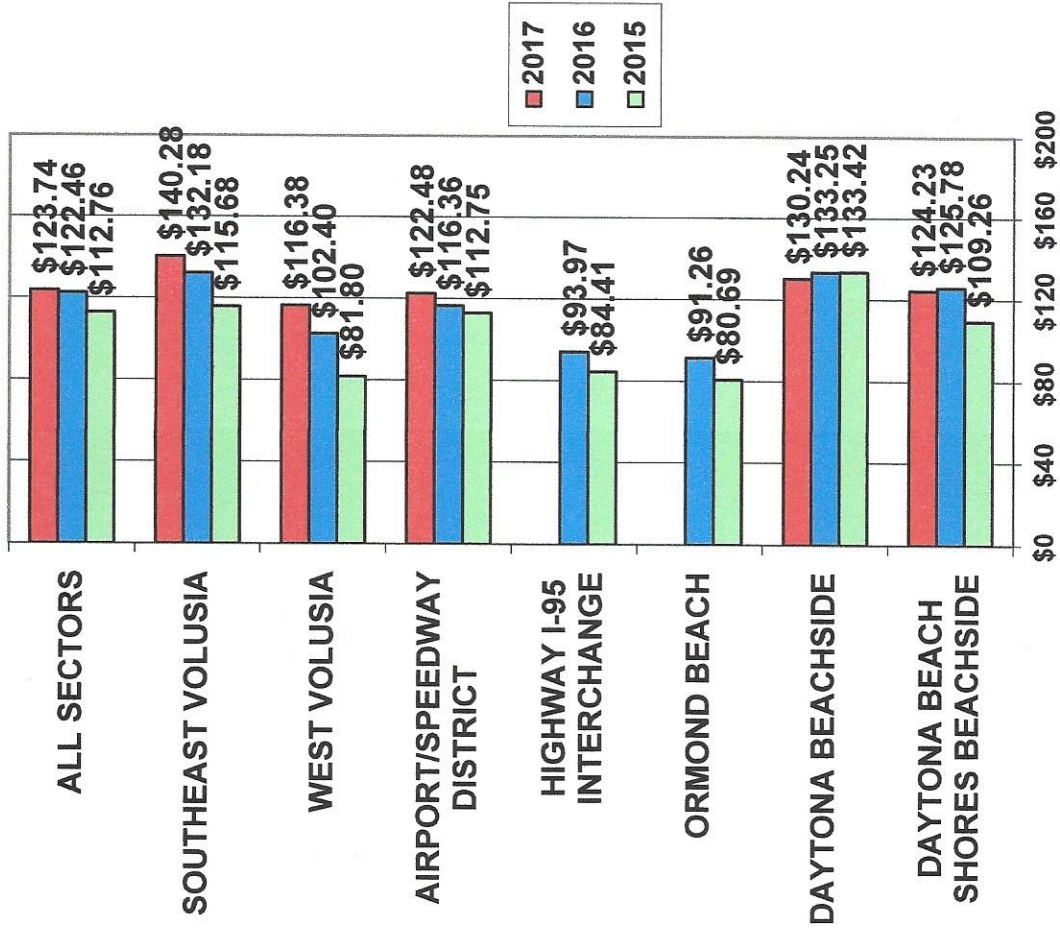
**VOLUSIA AVERAGE DAILY RATE BY
AREA SECTORS -
MARCH 2015 - 2017**



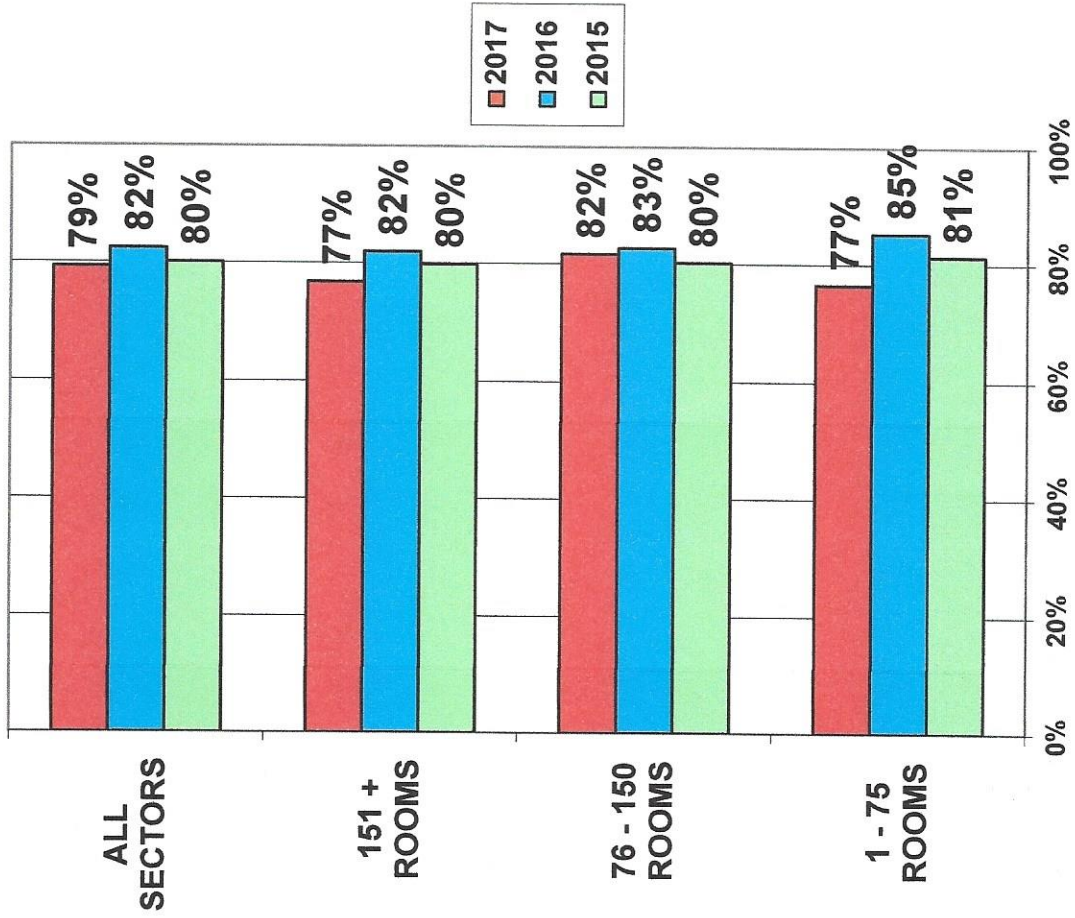
AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.



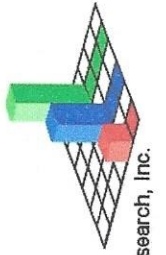
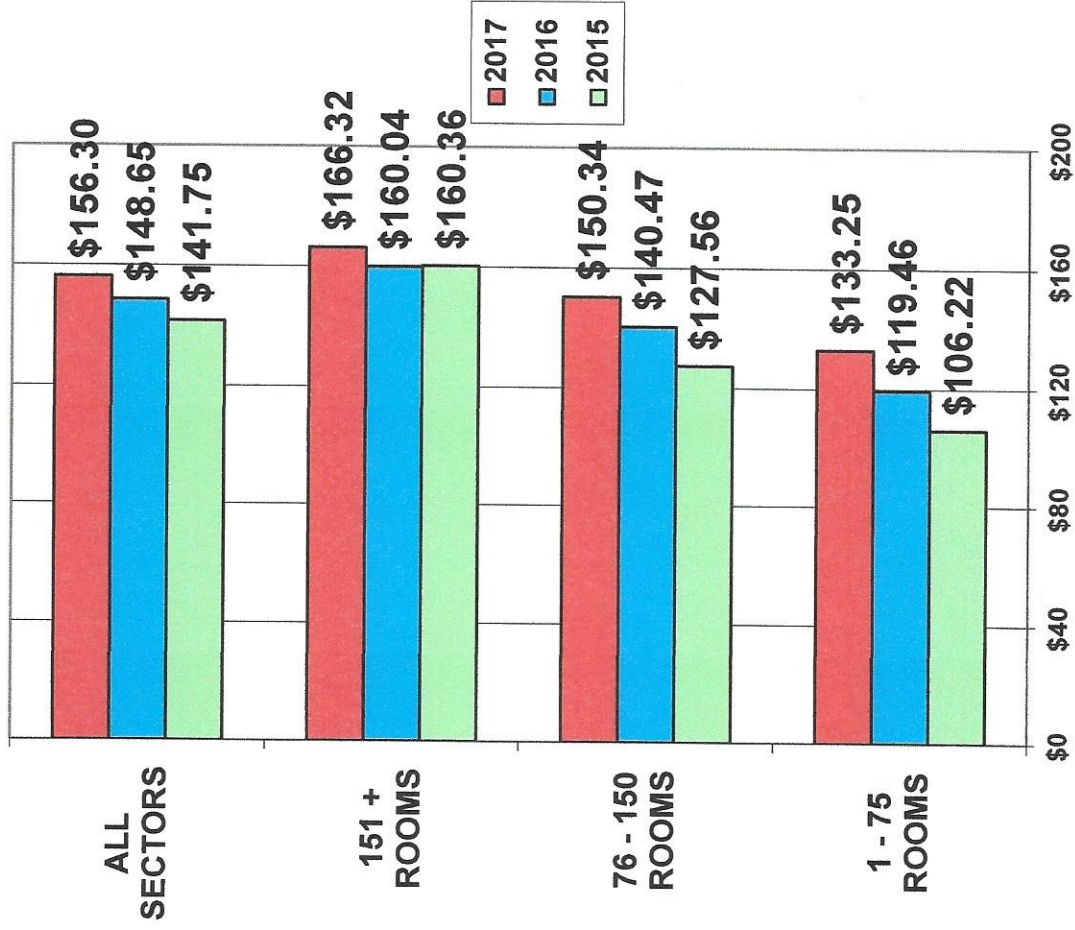
**VOLUSIA REV/IPAR
BY AREA SECTORS -
MARCH 2015 - 2017**



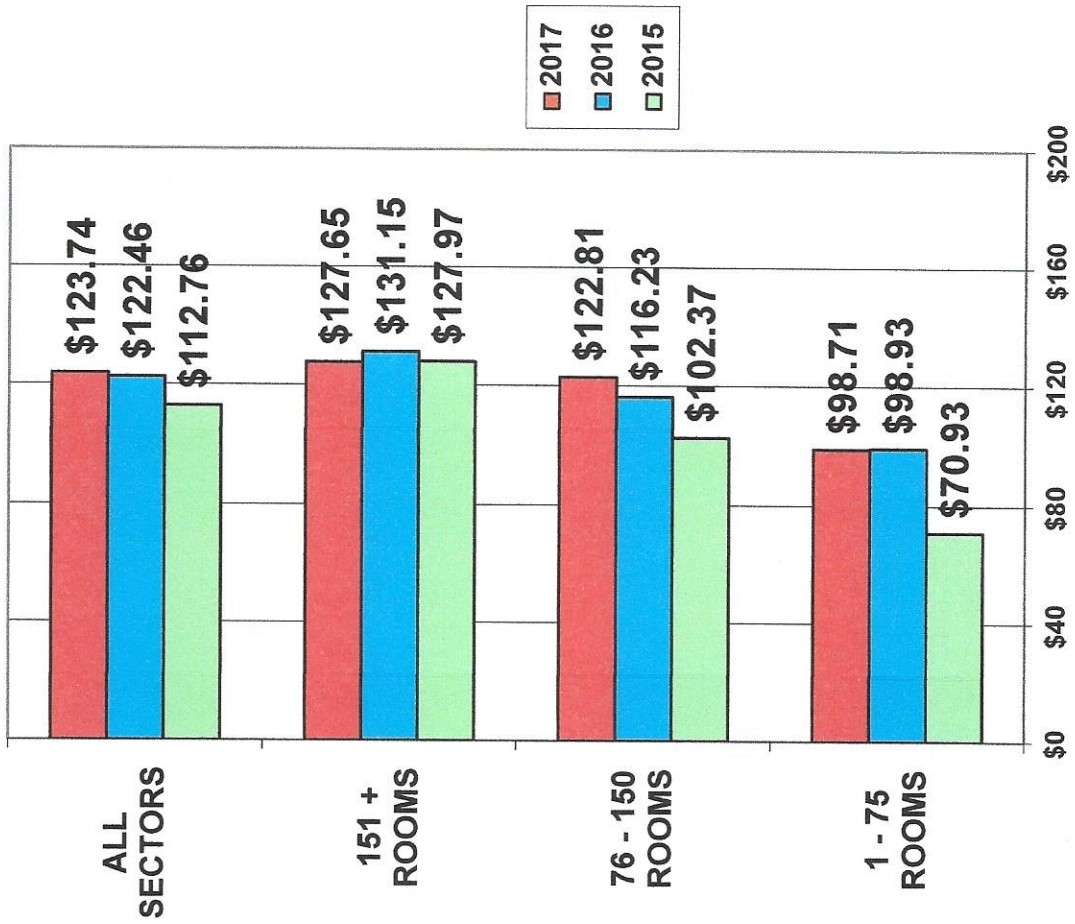
**VOLUSIA OCCUPANCY BY
PROPERTY SIZE -
MARCH 2015 - 2017**



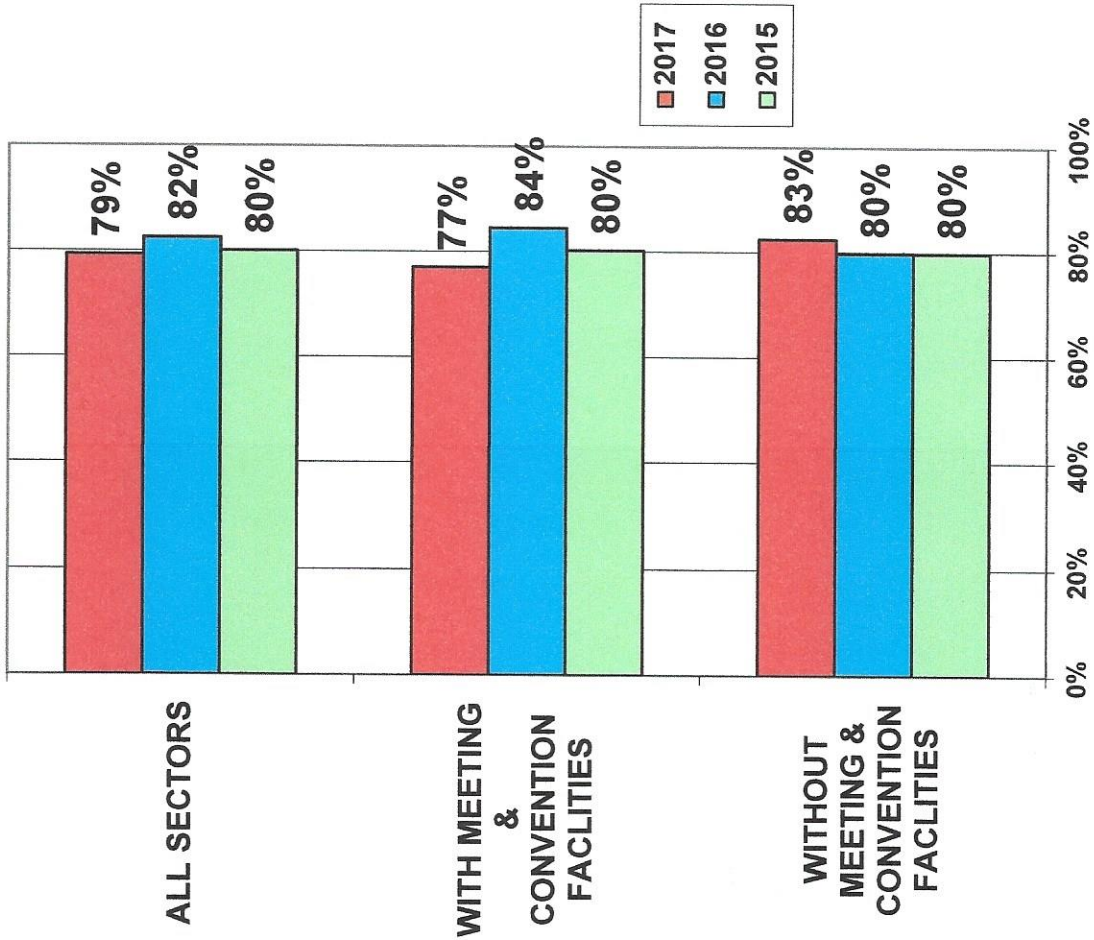
**VOLUSIA AVERAGE DAILY RATE BY
PROPERTY SIZE -
MARCH 2015 - 2017**



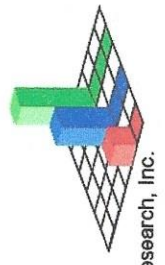
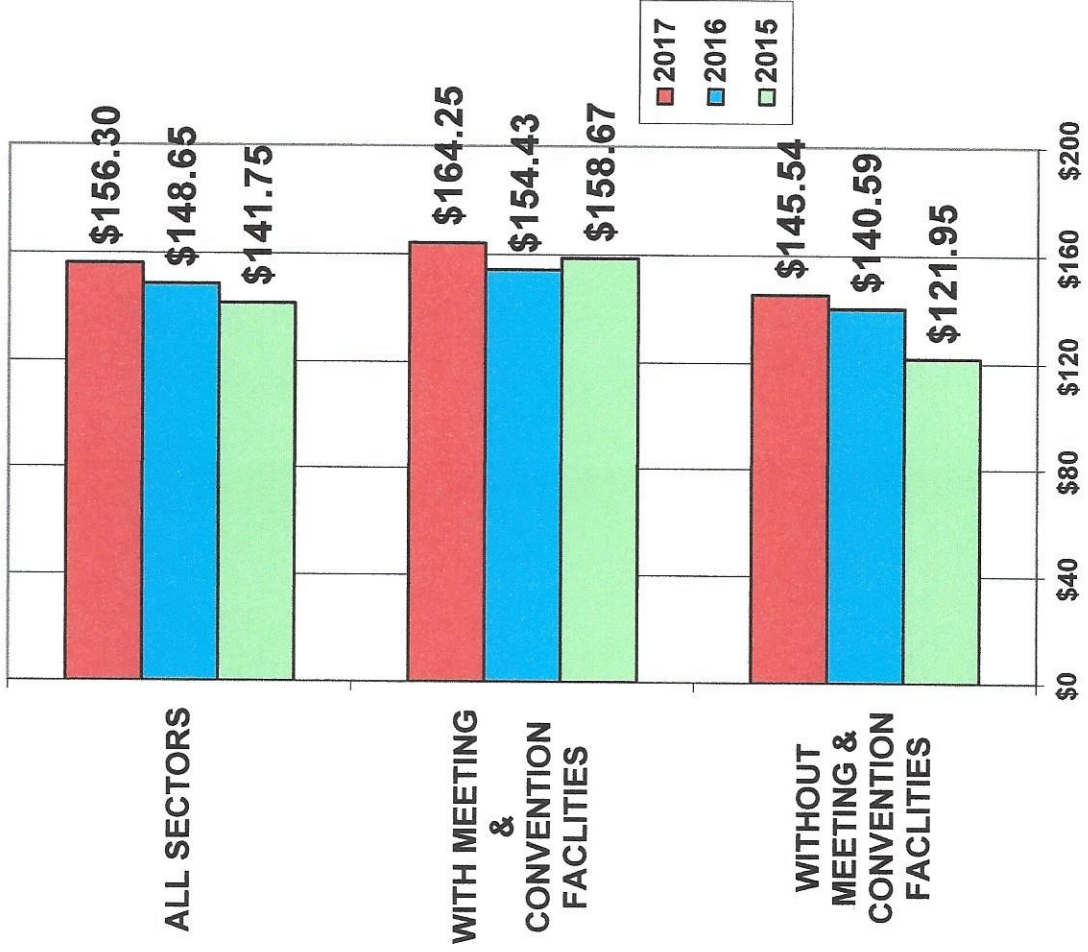
**VOLUSIA REV/PAR
BY PROPERTY SIZE -
MARCH 2015 - 2017**



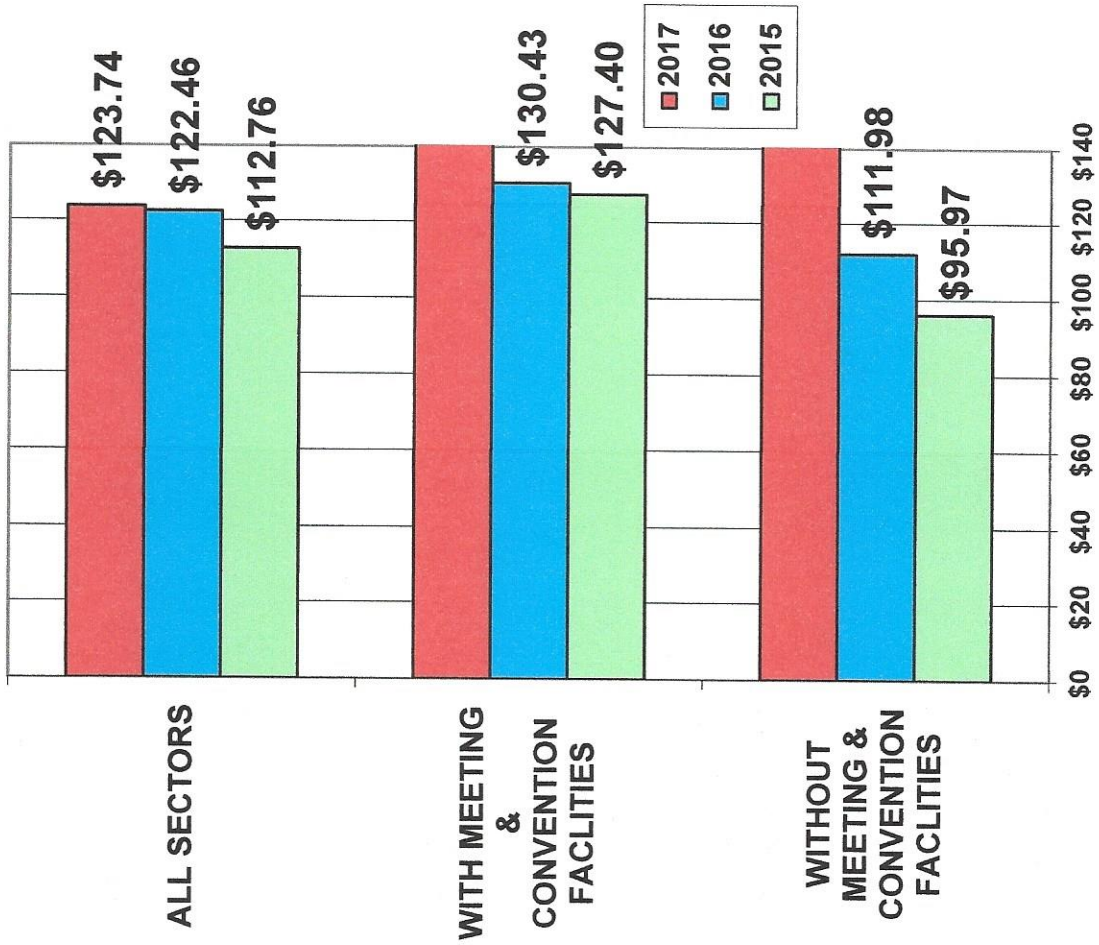
**VOLUSIA OCCUPANCY
BY MEETING & CONVENTION
FACILITIES - MARCH 2015 - 2017**



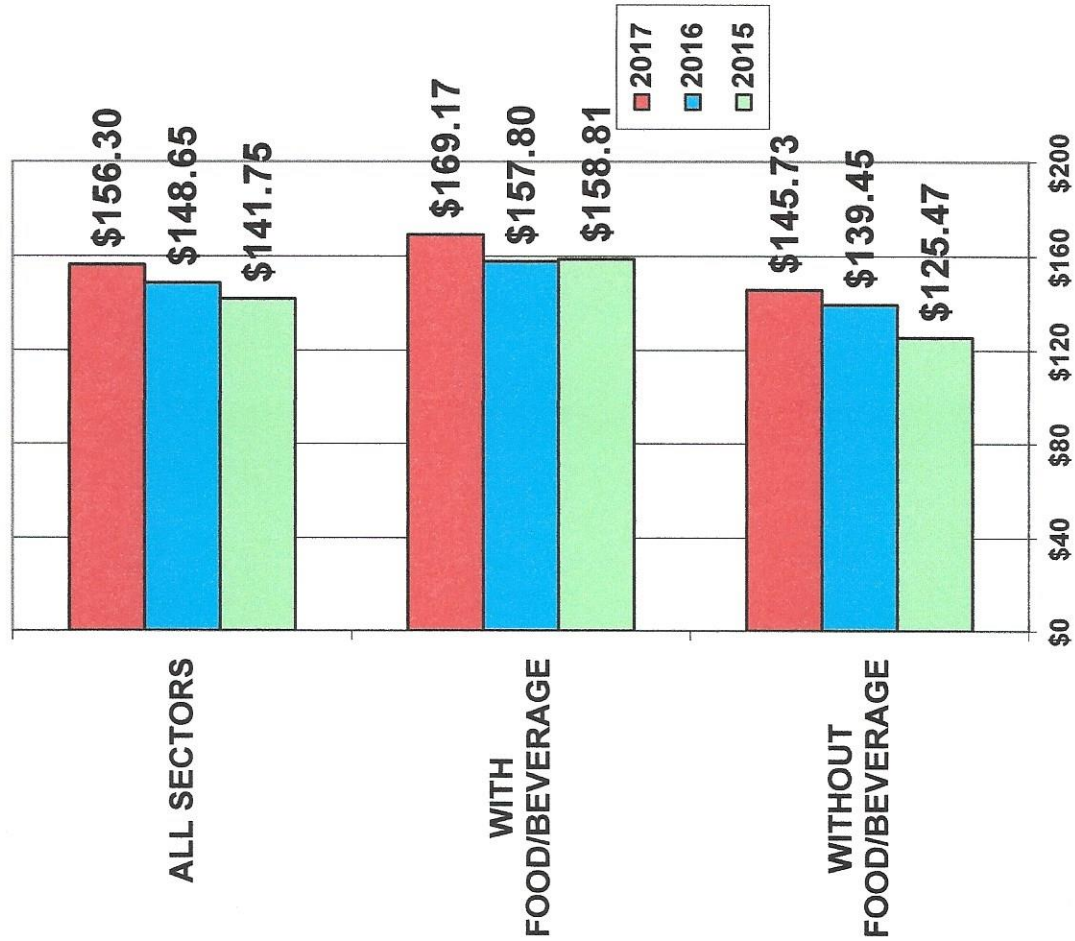
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FACILITIES - MARCH 2015 - 2017**



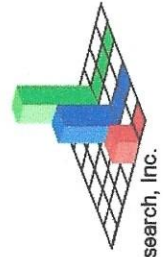
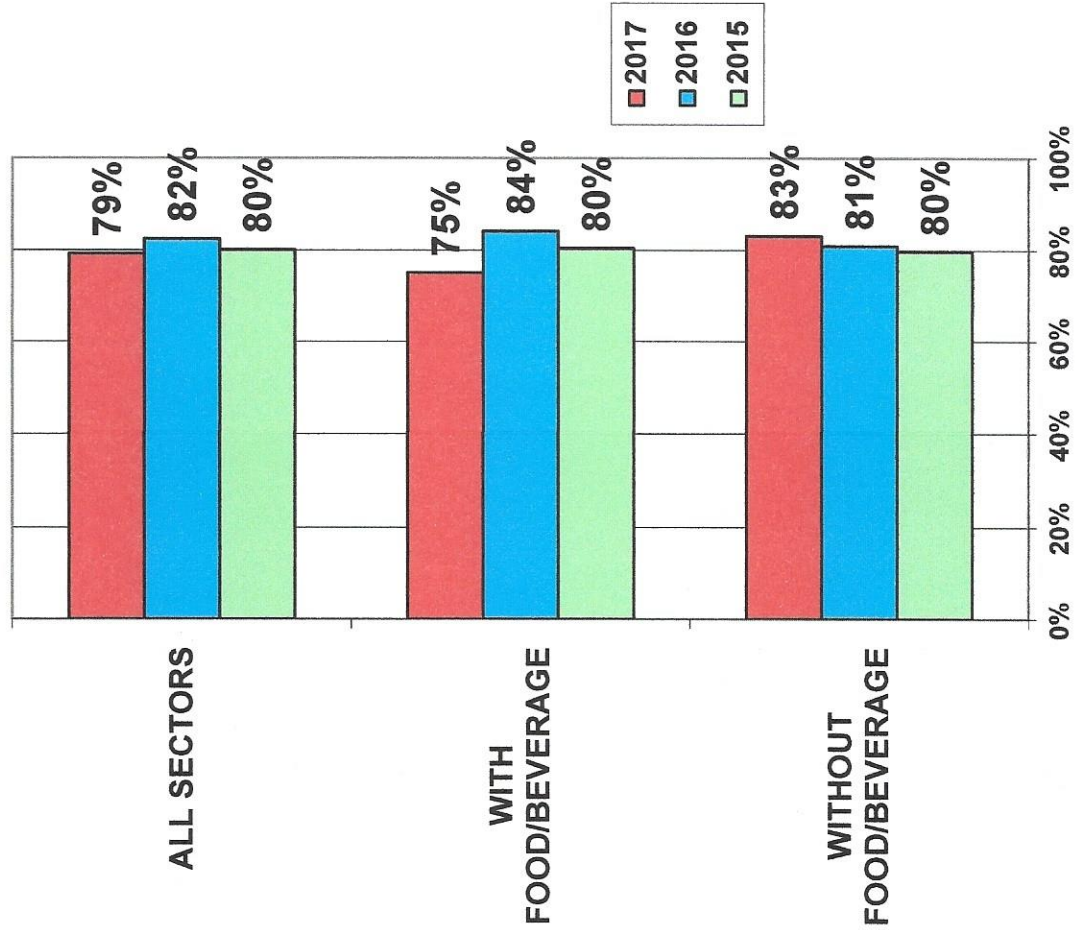
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CONVENTION FACILITIES -
MARCH 2015 - 2017**



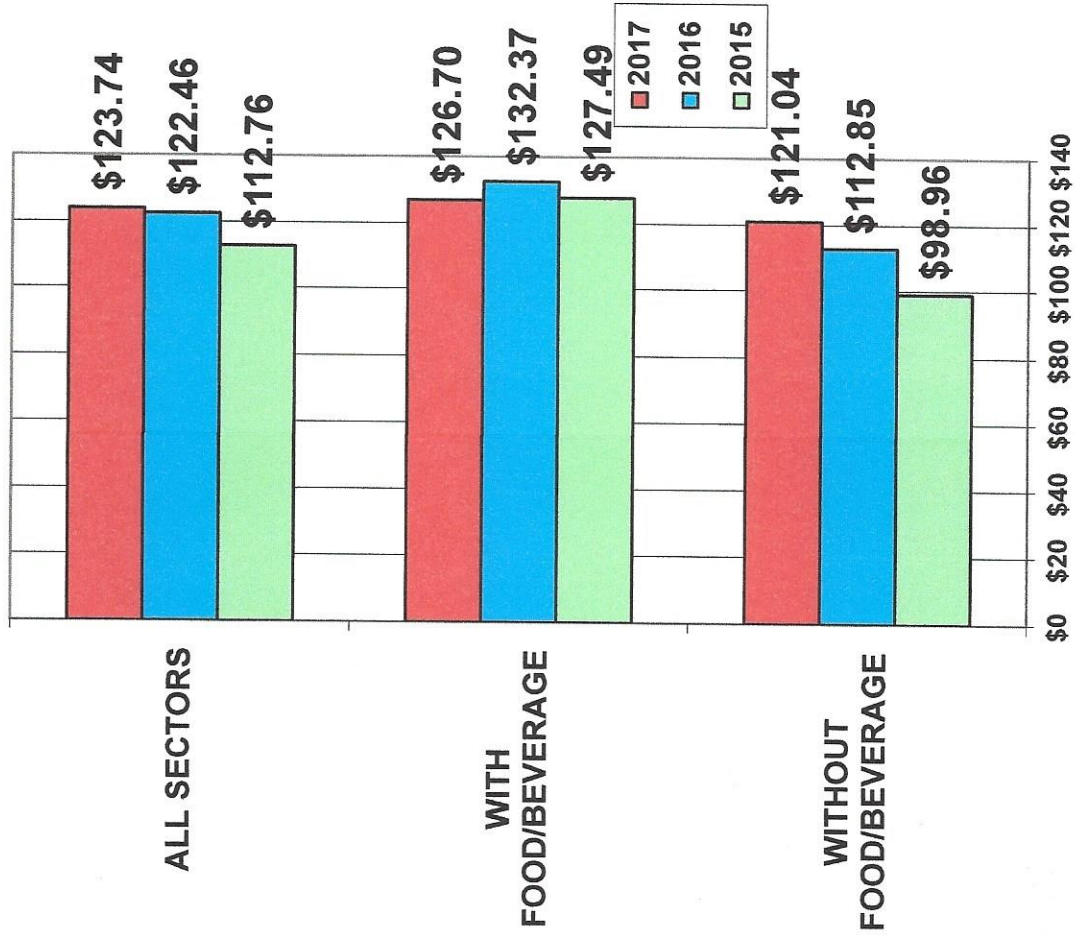
**VOLUSIA AVERAGE DAILY RATE BY
FOOD/BEVERAGE
MARCH 2015 - 2017**



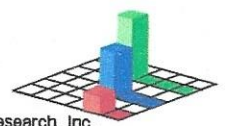
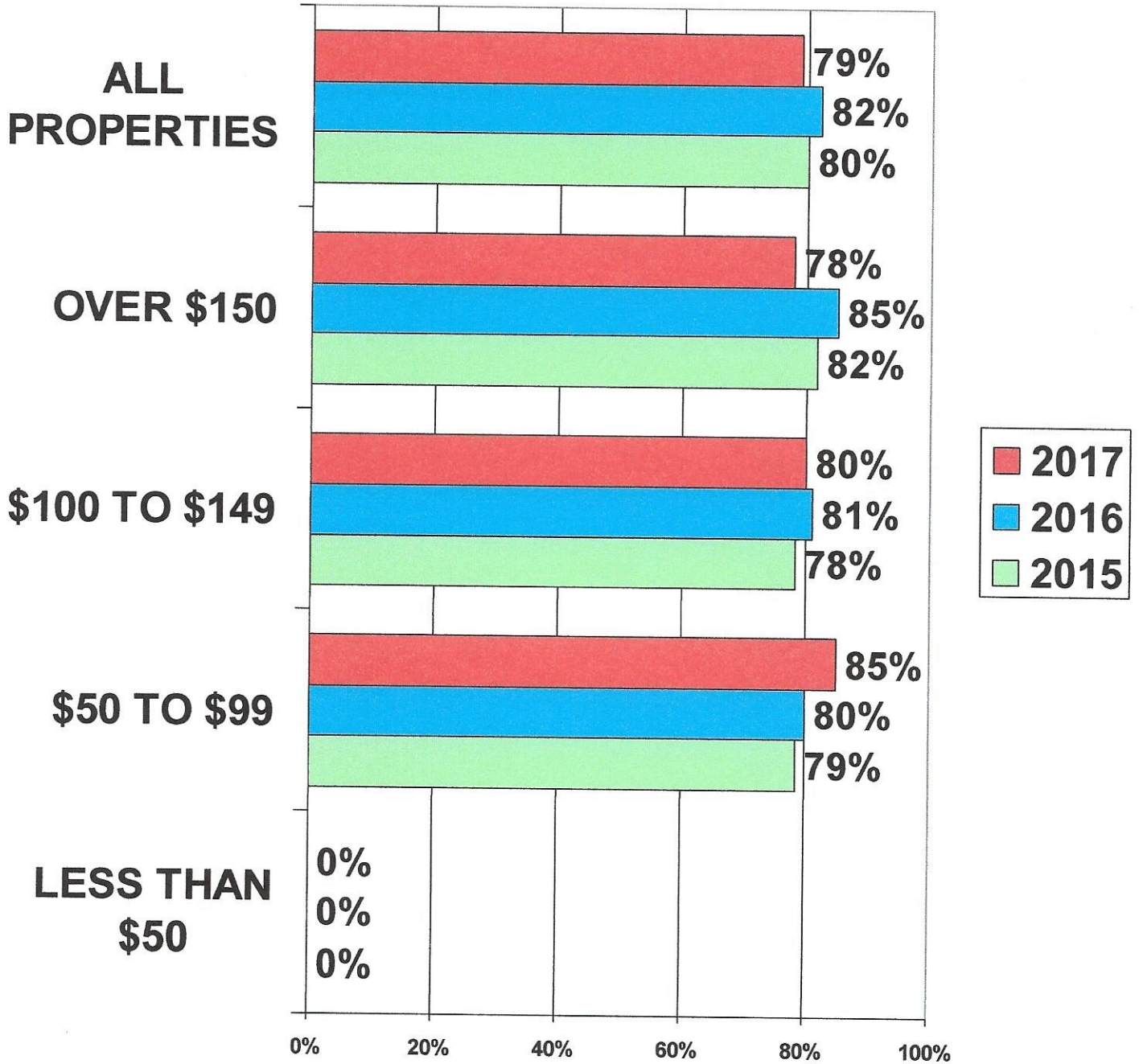
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FOOD/BEVERAGE -
MARCH 2015 - 2017**



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FOOD/BEVERAGE -
MARCH 2015 - 2017**

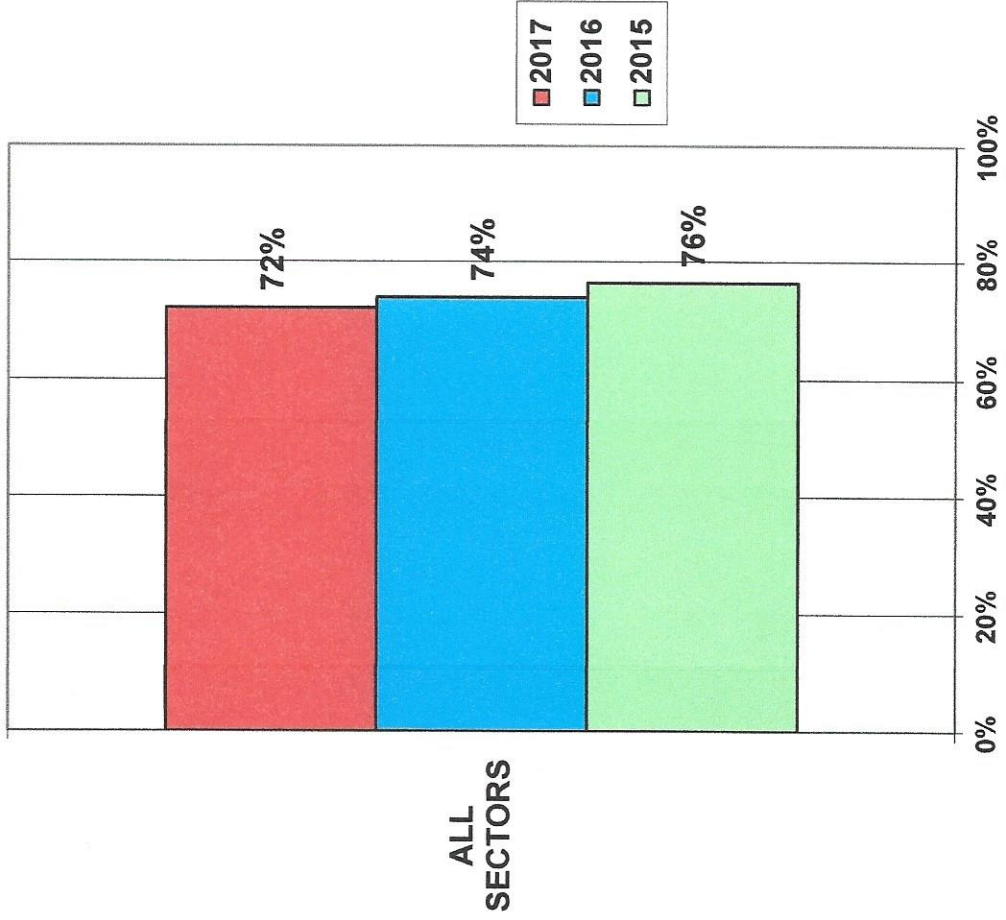


VOLUSIA HOTEL/MOTEL OCCUPANCY BY PRICE RANGE - MARCH 2015 - 2017

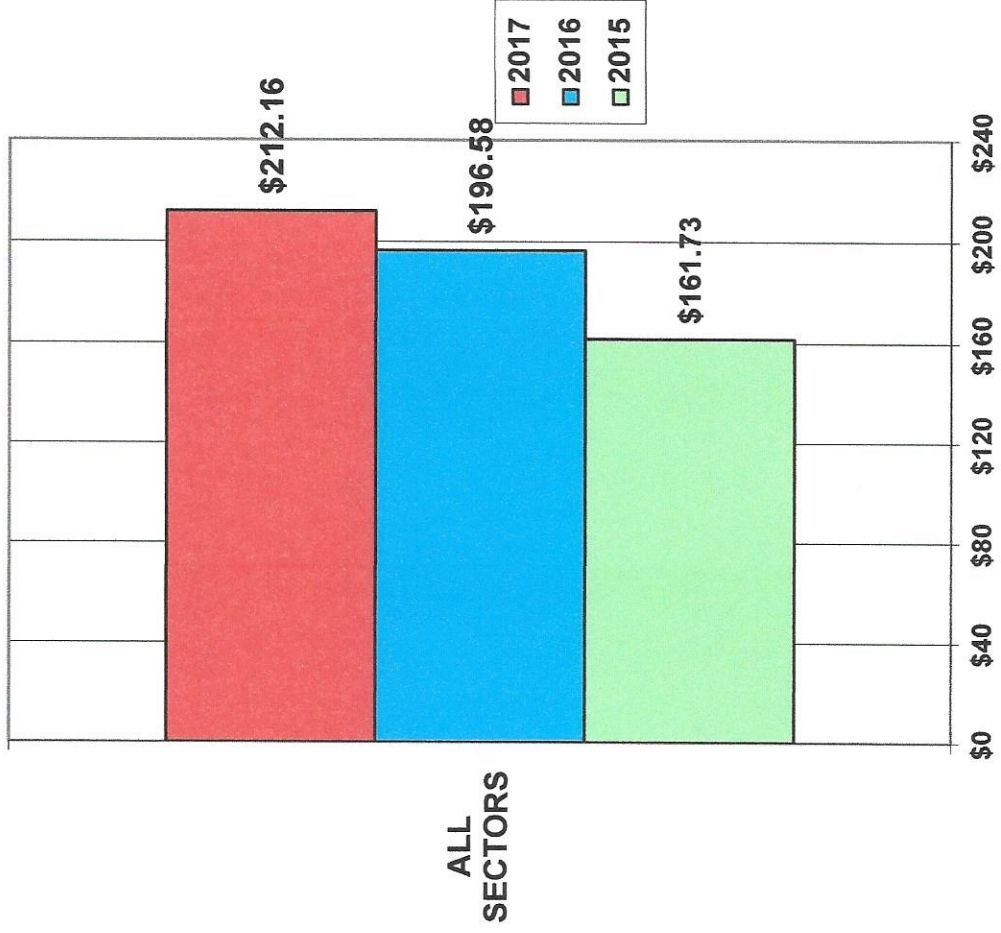


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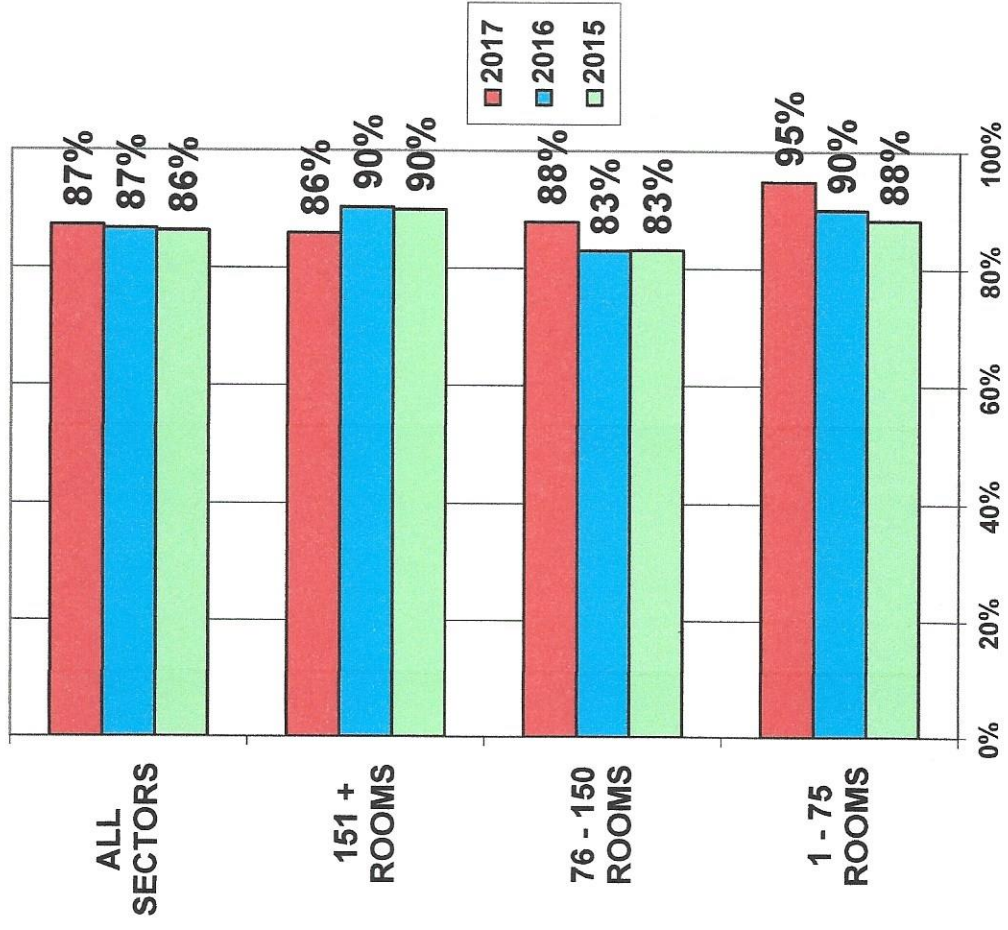
**VOLUSIA OCCUPANCY
BY CONDO/TIMESHARES -
MARCH 2015 - 2017**



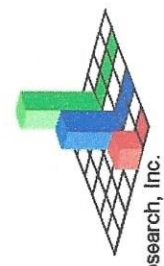
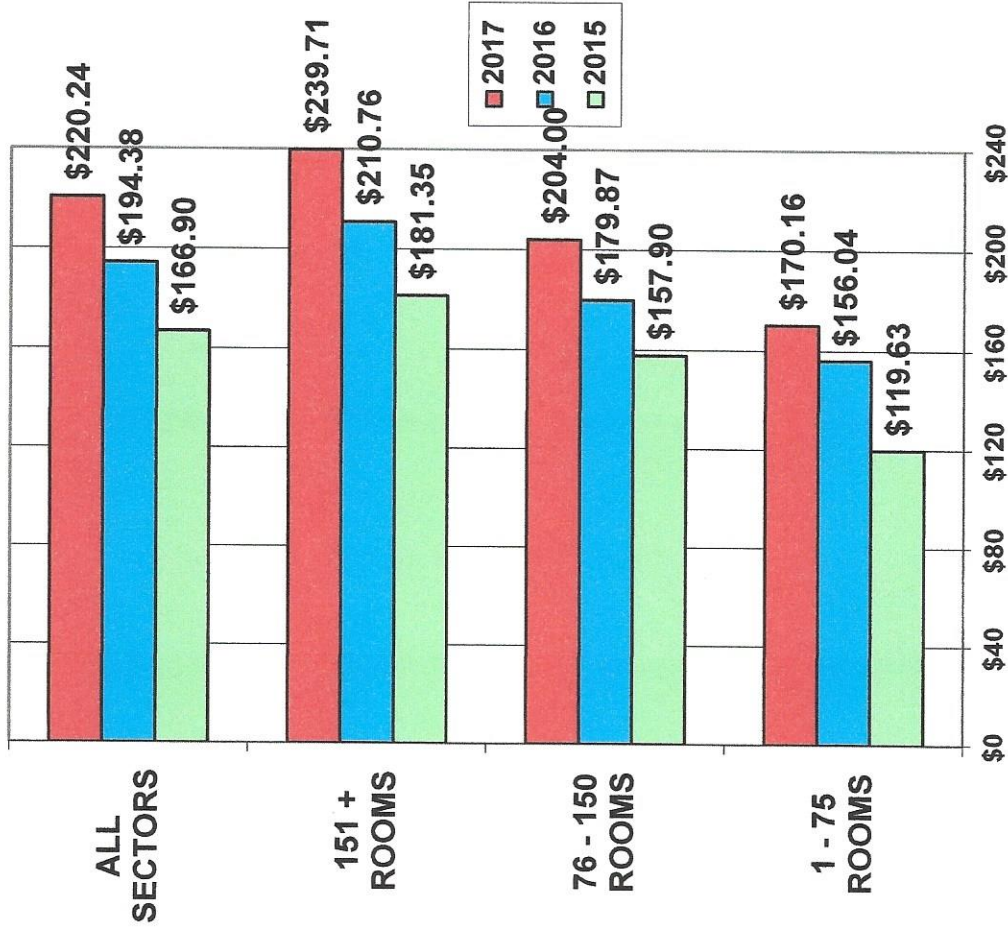
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BY CONDO/TIMESHARES -
MARCH 2015 - 2017**



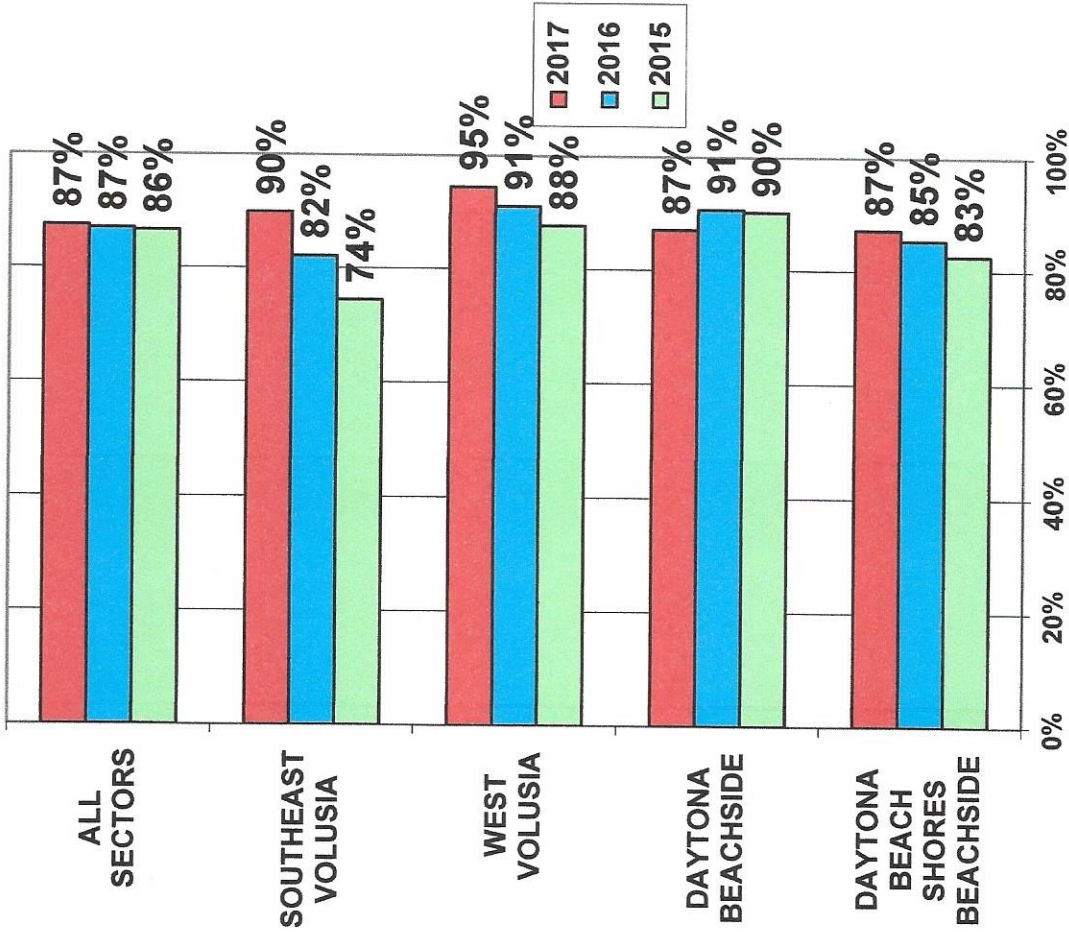
**VOLUSIA OCCUPANCY
BY PROPERTY SIZE -
BIKE WEEK 2015 - 2017**



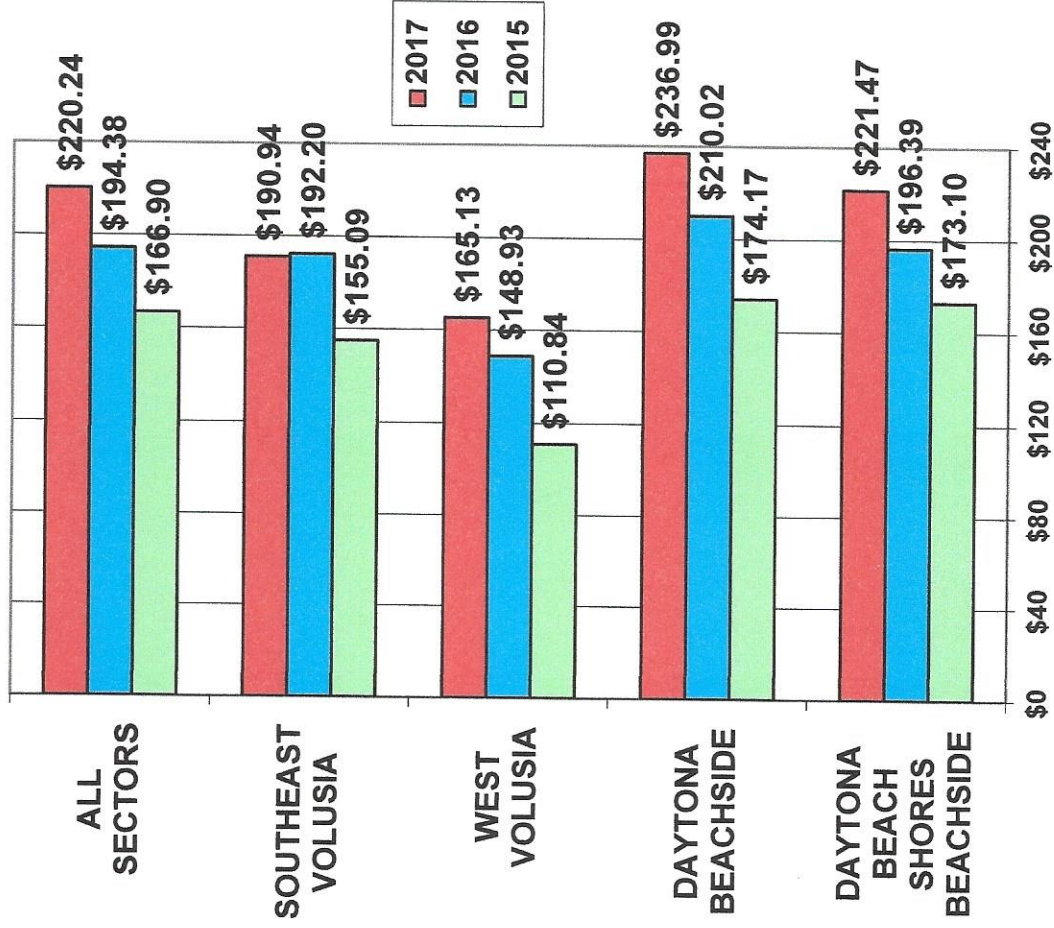
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BY PROPERTY SIZE -
BIKE WEEK 2015 - 2017**



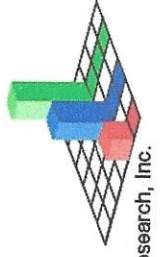
**VOLUSIA OCCUPANCY
BY AREA SECTORS -
BIKE WEEK 2015 - 2017**



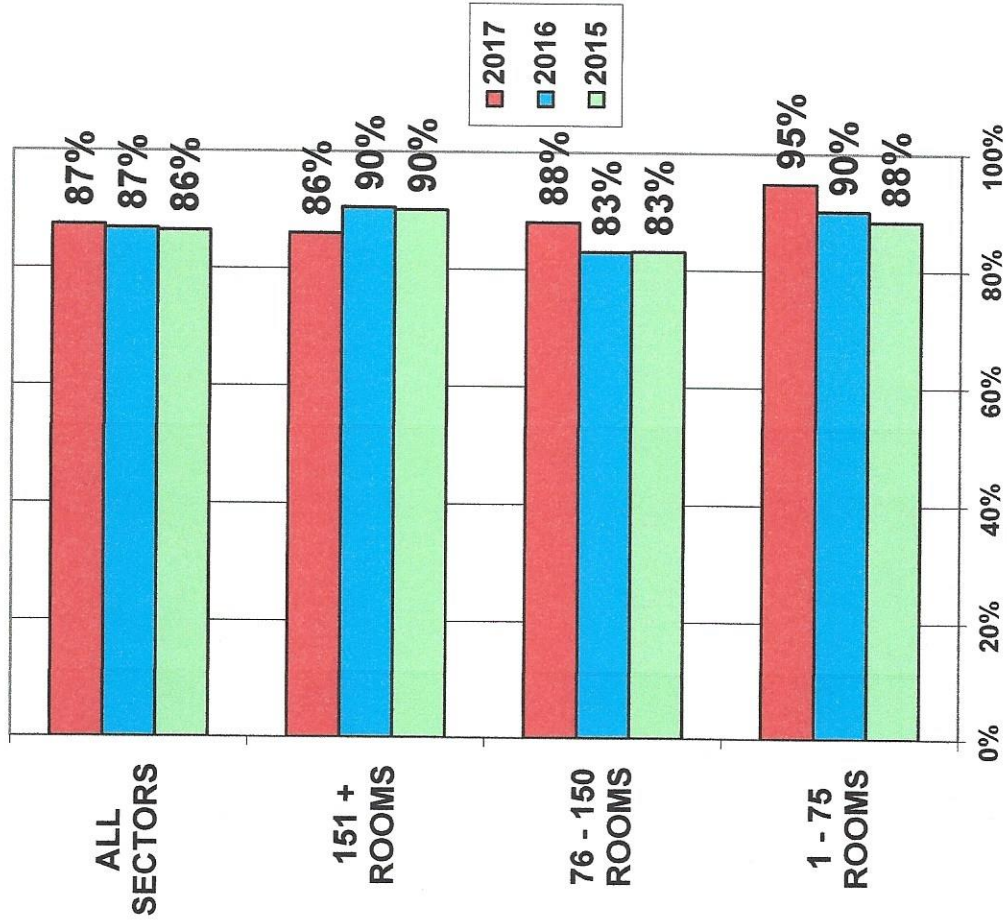
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AREA SECTORS -
BIKE WEEK 2015 - 2017**



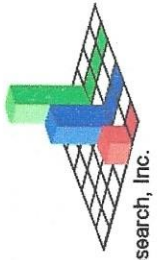
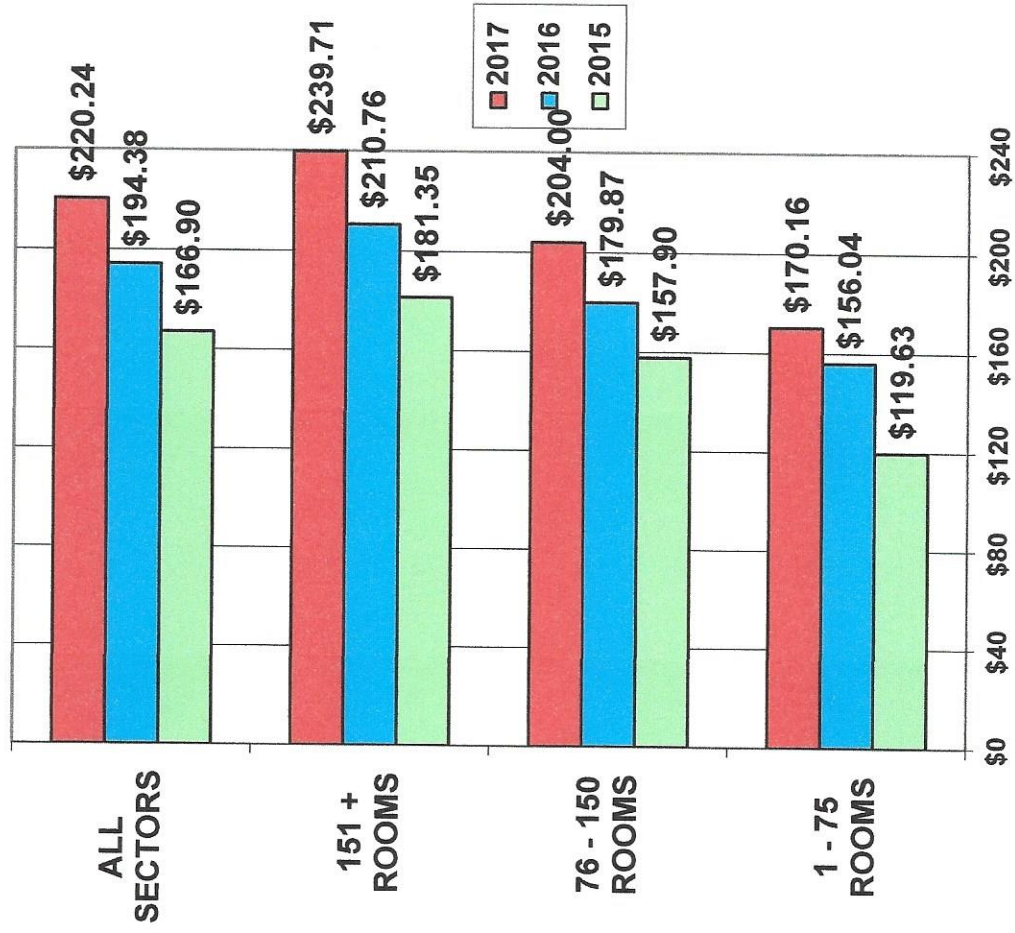
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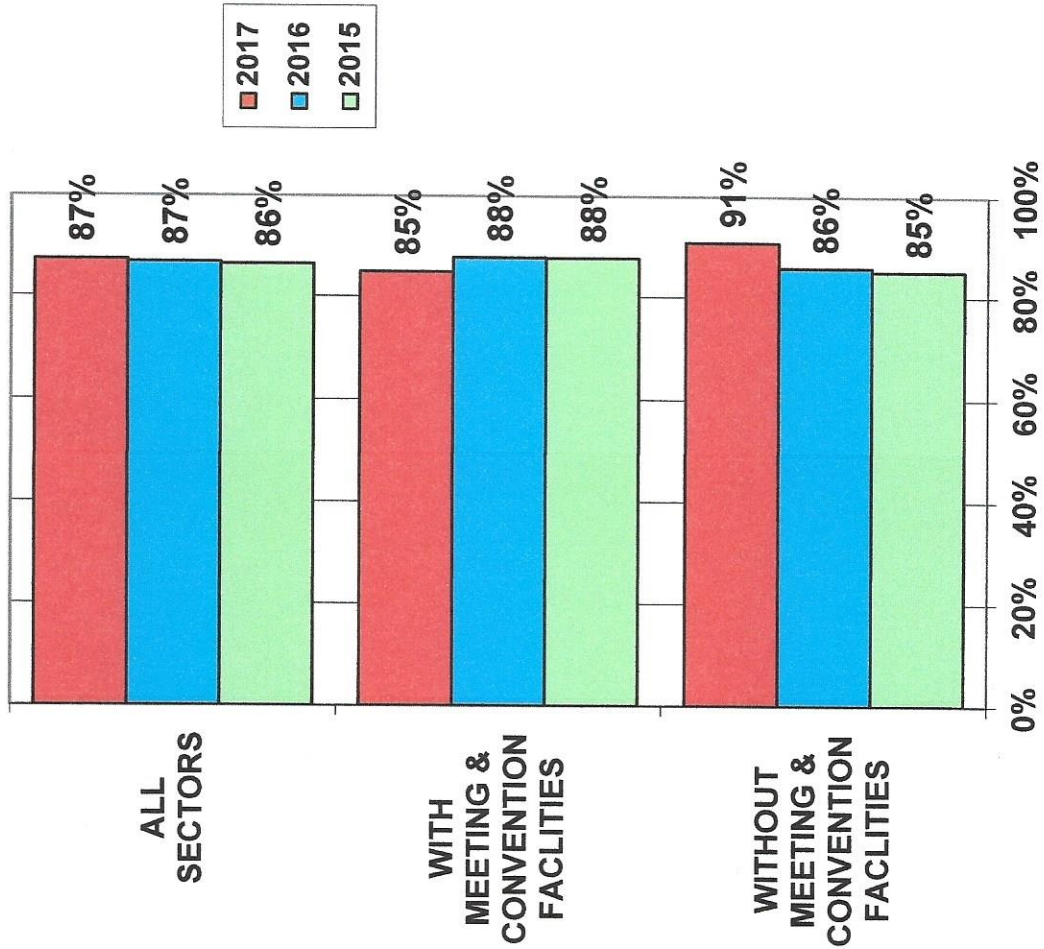
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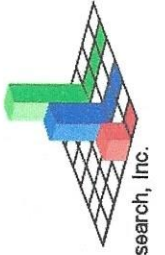
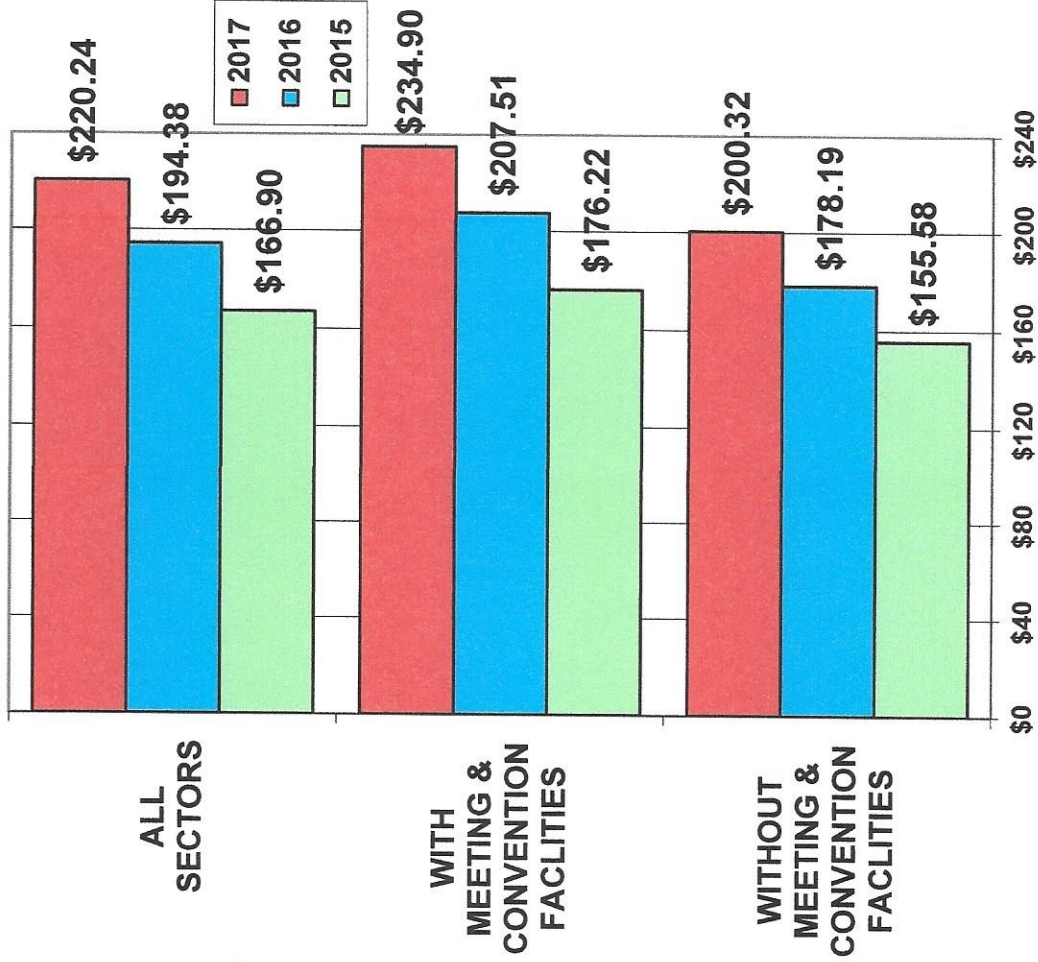
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BIKE WEEK 2015 - 2017**



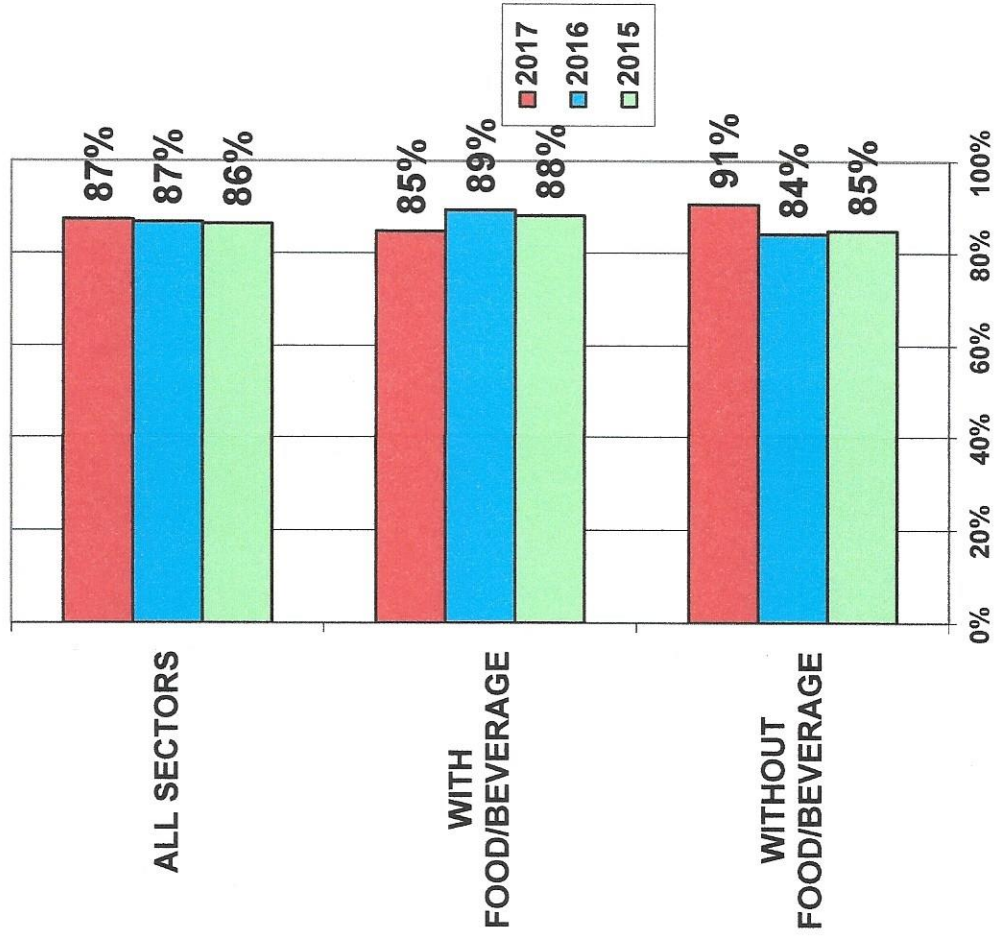
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES- BIKE WEEK 2015 - 2017



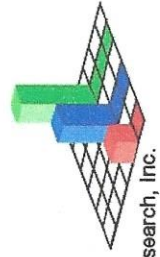
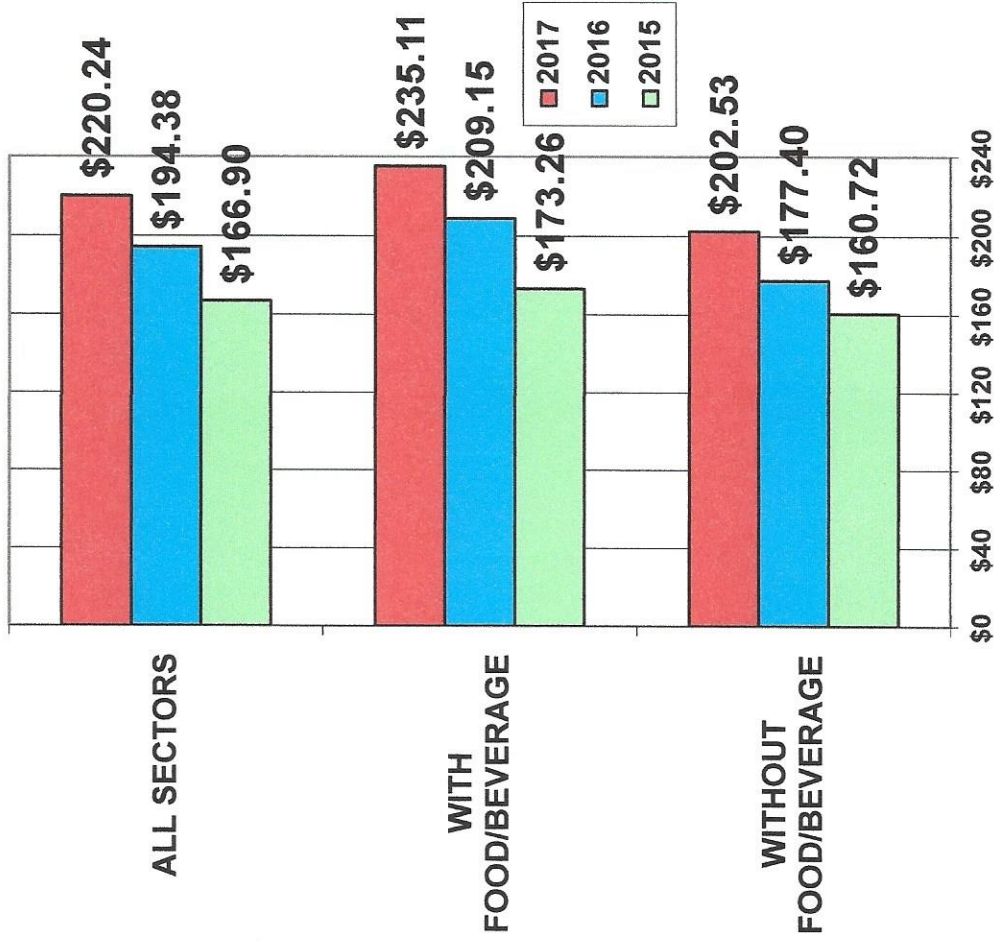
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - BIKE WEEK 2015 - 2017



**VOLUSIA OCCUPANCY BY
FOOD/BEVERAGE -
BIKE WEEK 2015 - 2017**



**VOLUSIA AVERAGE DAILY RATE BY
FOOD/BEVERAGE -
BIKE WEEK 2015 - 2017**



**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>
DAYTONA BEACH SHORES BEACHSIDE													
ACAPULCO HOTEL & RESORT	133												CLOSED
BAHAMA HOUSE	95	X	X	X									
BEST WESTERN PLUS AKU TIKI	132	X	X	X									
EL CARIBE RESORT & CONF. CENTER	112	X	X	X									
HAMPTON DAYTONA SHORES OCEANFRONT	111	X	X	X									
HOLIDAY INN EXPRESS OCEANFRONT	100	--	--	X									
HYATT PLACE	143	X	X	X									
LEXINGTON INN & SUITES	101	X	X	X									
OCEAN COURT MOTEL	33	X	X	X									
OCEANSIDE INN	191	X	X	X									
PERRY'S OCEAN EDGE RESORT	200	X	X	X									
RESIDENCE INN DAYTONA BEACH OCEANFRONT	105			X									
SHORES RESORT & SPA	212	X	X	X									
SUN VIKING LODGE	91	X	X	X									
DAYTONA BEACHSIDE													
BEST WESTERN DAYTONA INN	96	X	X	X									
DAYTONA BEACH REGENCY	98	--	X	CLOSED									
DAYTONA BEACH RESORT	303	X	X	X									
DAYTONA INN BEACH RESORT	65		X	X									
HILTON DAYTONA BEACH RESORT	742	X	X	X									
HOLIDAY INN HOTEL ON THE OCEAN	123	X	X	X									
HOLIDAY INN RESORT DAYTONA	188	X	X	X									
LA PLAYA RESORT	238												CLOSED
NAUTILUS INN	90	X	X	X									
OCEAN BREEZE CLUB HOTEL	206	X	X										
PLAZA RESORT & SPA	322	X	X	X									
SILVER BEACH CLUB	74	--	--	X									
THE VILLA BED AND BREAKFAST	4	X	X										
WYNDHAM OCEAN WALK	127	X	X	X									



**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	X	X									
CORAL SANDS OCEAN FRONT	102	--	X										
COVE ON ORMOND BEACH	112	--	--	X									
HIGHWAY I-95 INTERSECTIONS													
BEST WESTERN SPEEDWAY	151	X	X	X									
*COUNTRY INN & SUITES PORT ORANGE	87	X	X	X									
HOWARD JOHNSON DESTINATION DAYTONA	79	X	X	X									
SLEEP INN	82	X	X	X									
AIRPORT/SPEEDWAY DISTRICT													
DAYTONA BEACH COURTYARD	122	X	X	X									
DAYTONA BEACH RESIDENCE INN	122	X	X	X									
HAMPTON INN AIRPORT	122	X	X	X									
HILTON GARDEN INN D B AIRPORT	115	X	X	X									
HOMEWOOD SUITES	94	X	X	X									
QUALITY INN DAYTONA	64	X	X	X									
WEST VOLUSIA													
ALLING HOUSE BED AND BREAKFAST ORANGE CITY	8	X	X	X									
ARTISAN DOWNTOWN	8	X	X	X									
COMFORT INN DELAND	68	X	X	X									
DAYS INN ORANGE CITY	37	X	X										
HAMPTON INN DEBARY	76	X	X	X									
HAMPTON INN DELAND	94	X	X	X									
HONTOON LANDING	18	X	X	X									
SE VOLUSIA													
BEST WESTERN HOTEL	101	X	X	X									
COASTAL WATERS INN	40	X	X	X									
*COUNTRY INN & SUITES PORT ORANGE	87	X	X	X									
HAMPTON INN	122	X	X	X									
INN ON THE AVENUE	6	X	X	X									
OCEAN TRILLIUM SUITES	32	X	X	X									

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

