

Memo

To: HAAA
From: Evelyn Fine
Date: April 24, 2018
Subject: March 2018 Occupancy & Average Daily Rate Report

Overall Daytona Beach Area Occupancy increased about 7%, to 84% in March 2018 from 78% in March 2017.

The Daytona Beach Area Average Daily Rate decreased about 4%, to \$150.08 in March 2018 from \$156.46 in March 2017.

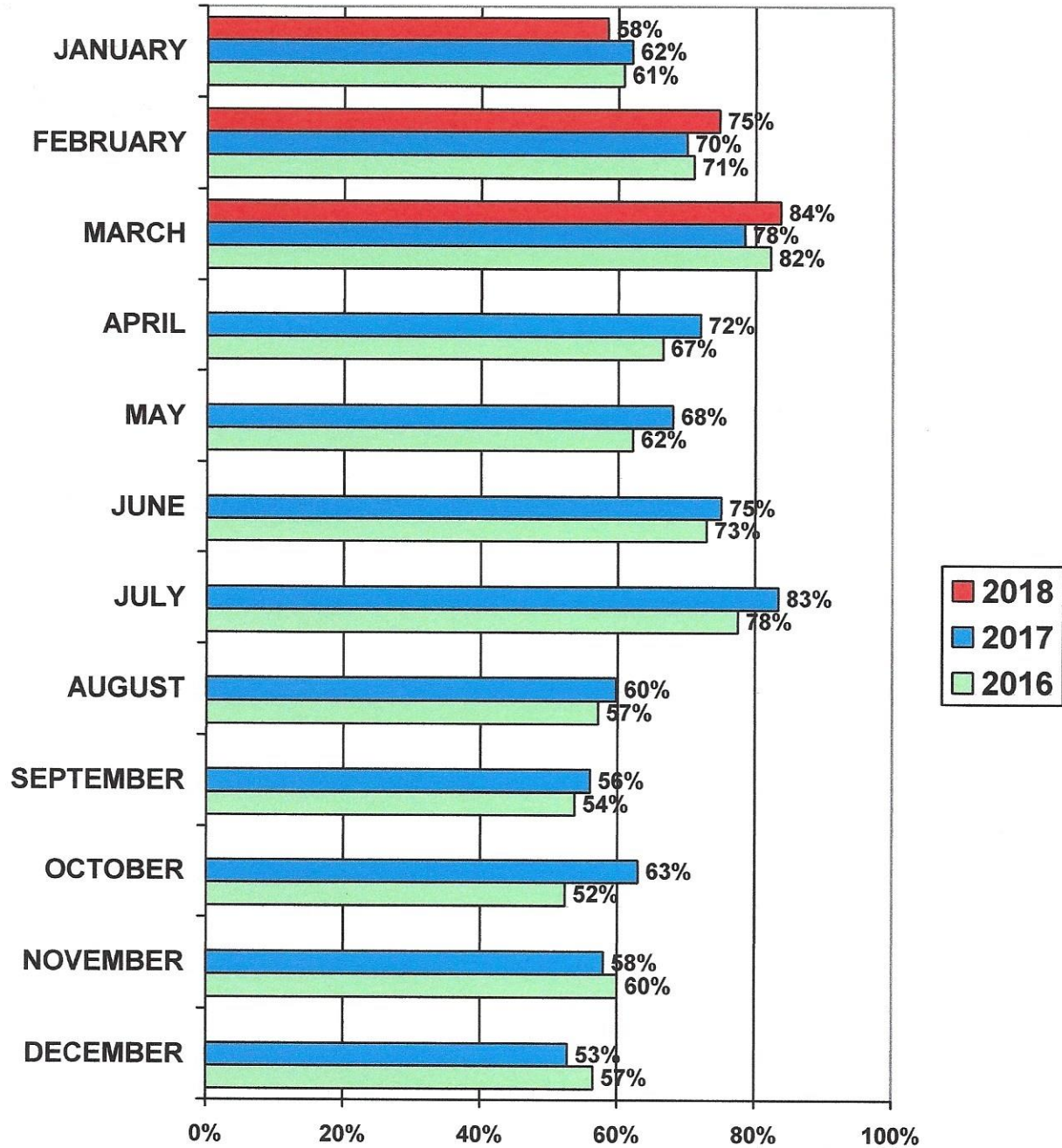
The Daytona Beach Area Revenue per Available Room increased about 2%, to \$125.52 in March 2018 from \$122.67 in March 2017.

The 77th Anniversary of Bike Week in Daytona Beach was held March 9 – 18th, 2018. Many events, races, and rally's were held county wide.

EF/LK



DAYTONA BEACH HOTEL/MOTEL OCCUPANCY 2016 - 2018

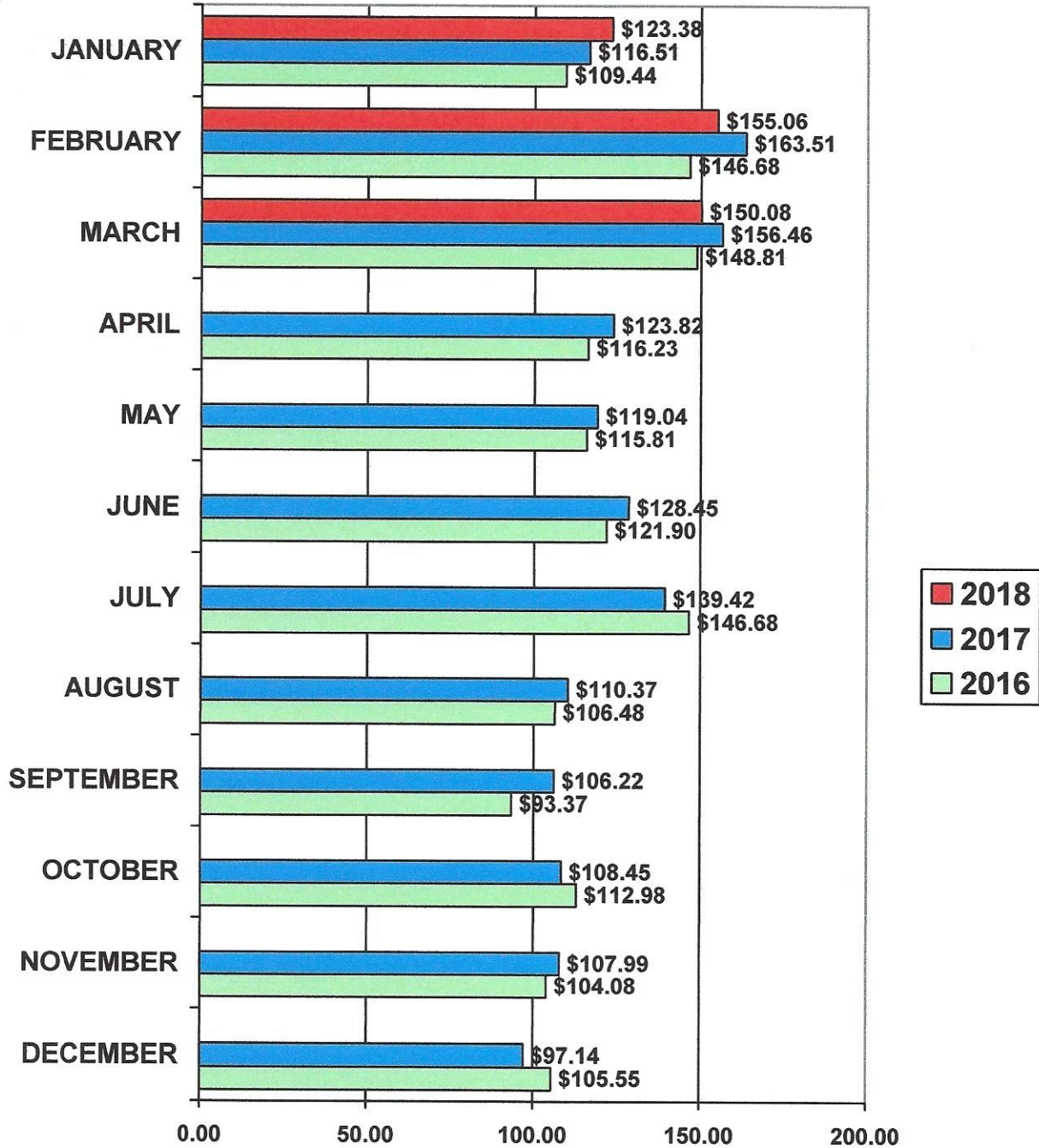


2018 YTD AVG. 72%
2017 YTD AVG. 70%
2016 YTD AVG. 72%

MARCH 2018 HIGH 100%
MARCH 2016 LOW 36%



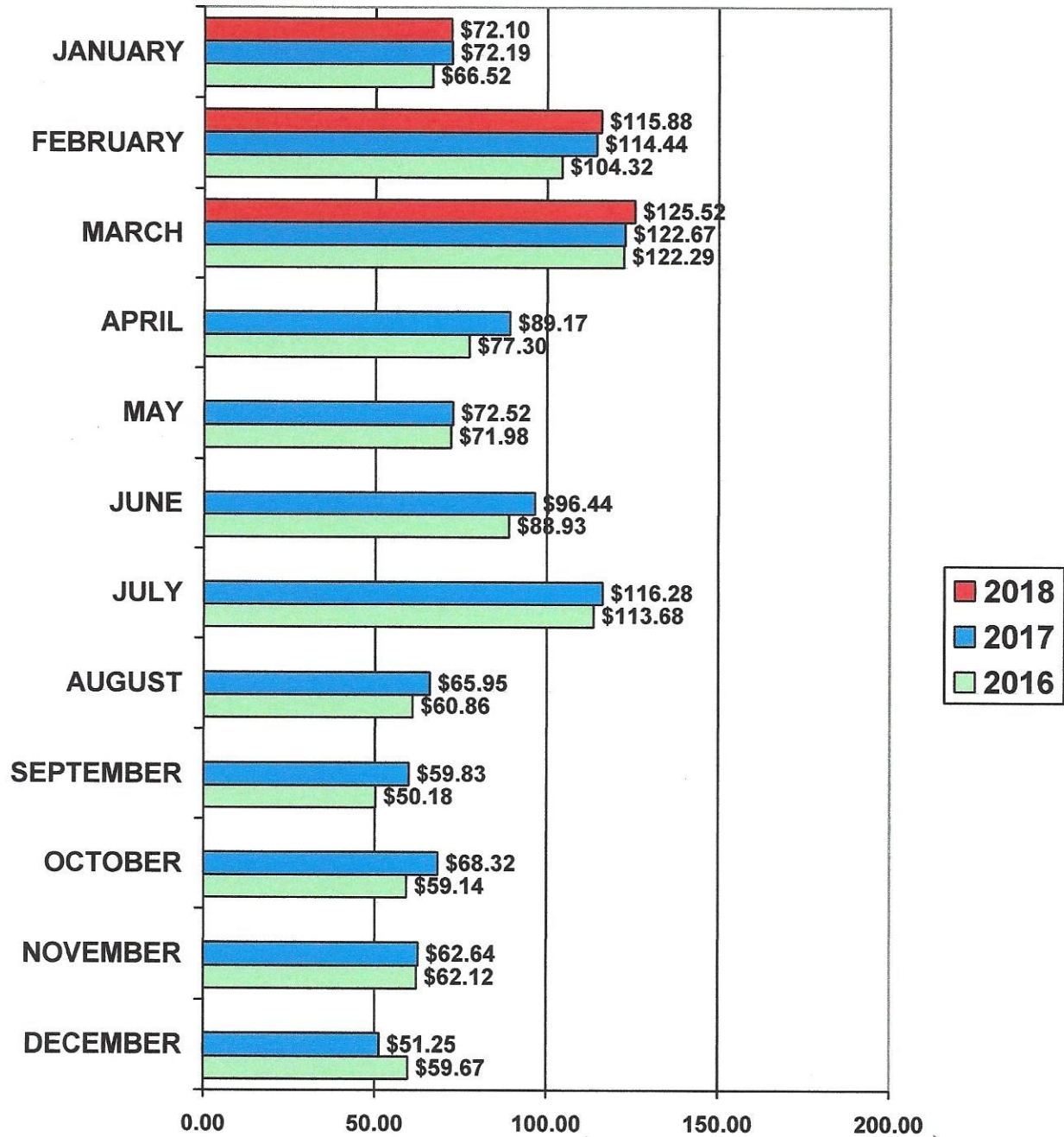
DAYTONA BEACH HOTEL/MOTEL AVERAGE DAILY RATE 2016 - 2018



2018 YTD AVG. \$144.35 MARCH 2018 HIGH \$ 226.56
 2017 YTD AVG. \$147.40 MARCH 2018 LOW \$ 60.57
 2016 YTD AVG. \$137.28



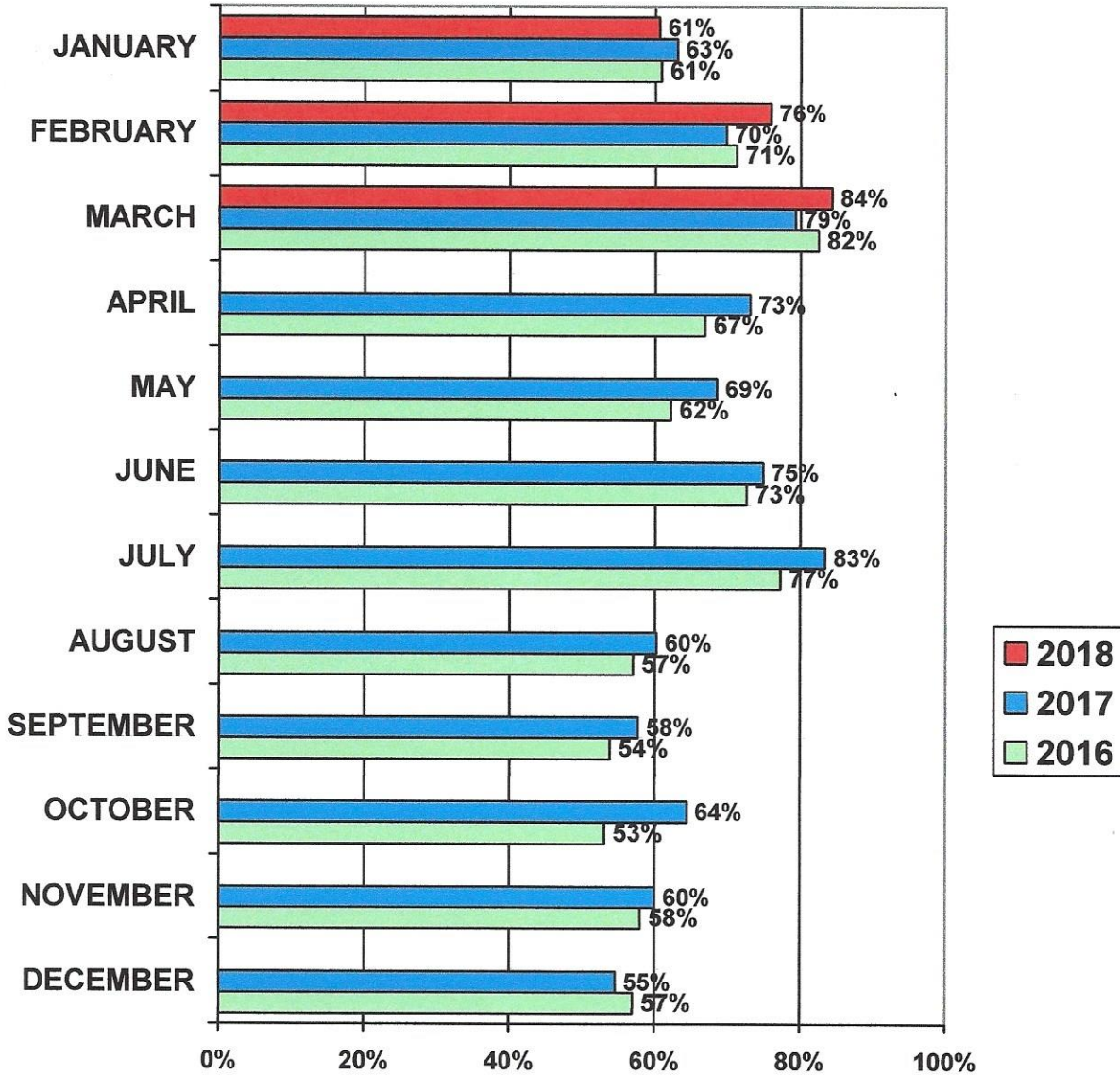
DAYTONA BEACH HOTEL/MOTEL REV PAR BY MONTH 2016 - 2018



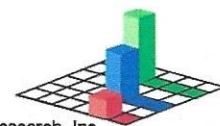
2018 YTD AVG. \$ 104.27
 2017 YTD AVG. \$ 103.73
 2016 YTD AVG. \$ 98.23



VOLUSIA HOTEL/MOTEL OCCUPANCY 2016 - 2018

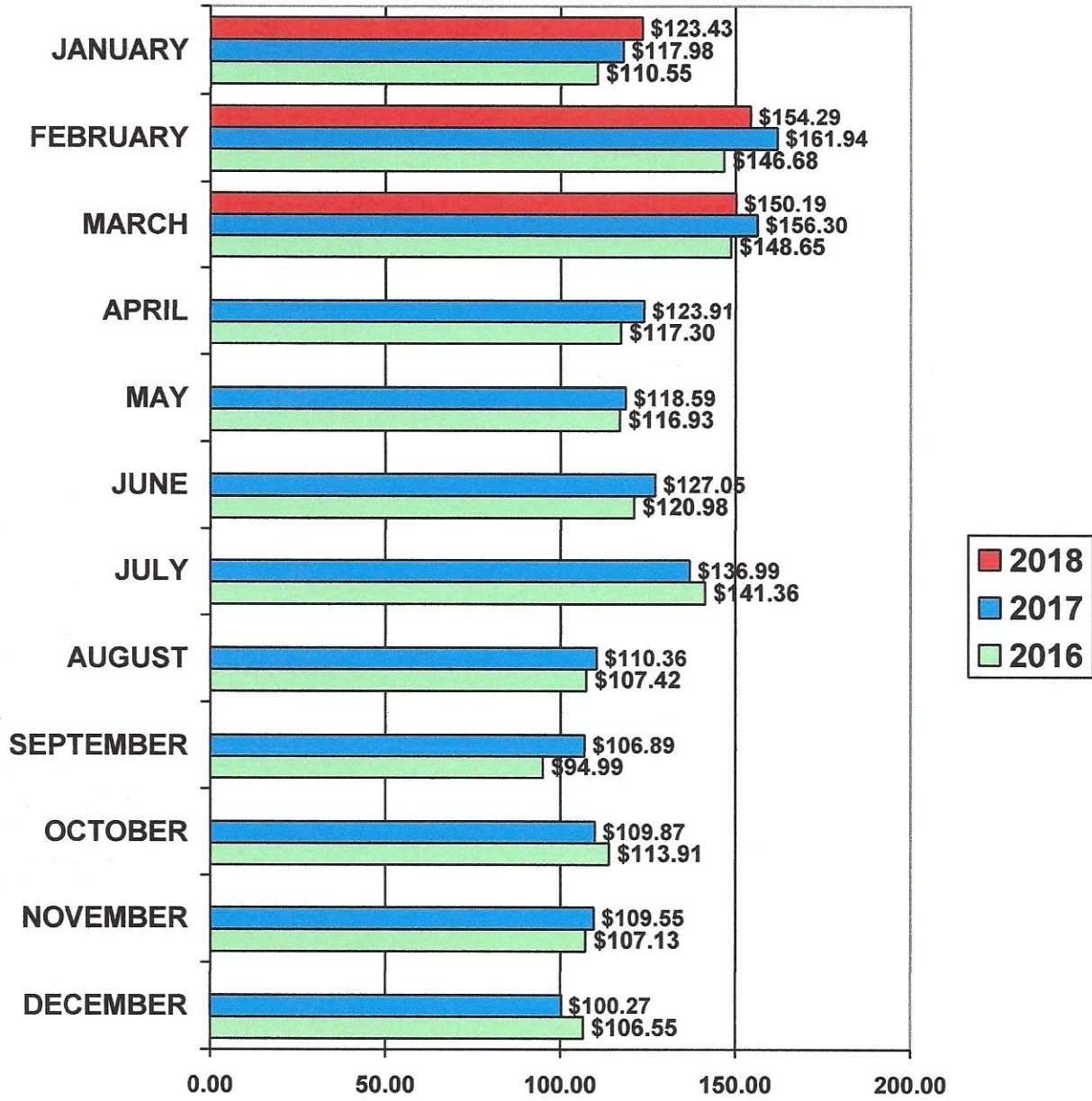


2018 YTD AVG. 74% MARCH 2018 HIGH 100%
 2017 YTD AVG. 71% MARCH 2018 LOW 36%
 2016 YTD AVG. 72%



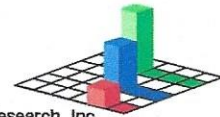
Mid-Florida Marketing & Research, Inc.

VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2016 - 2018

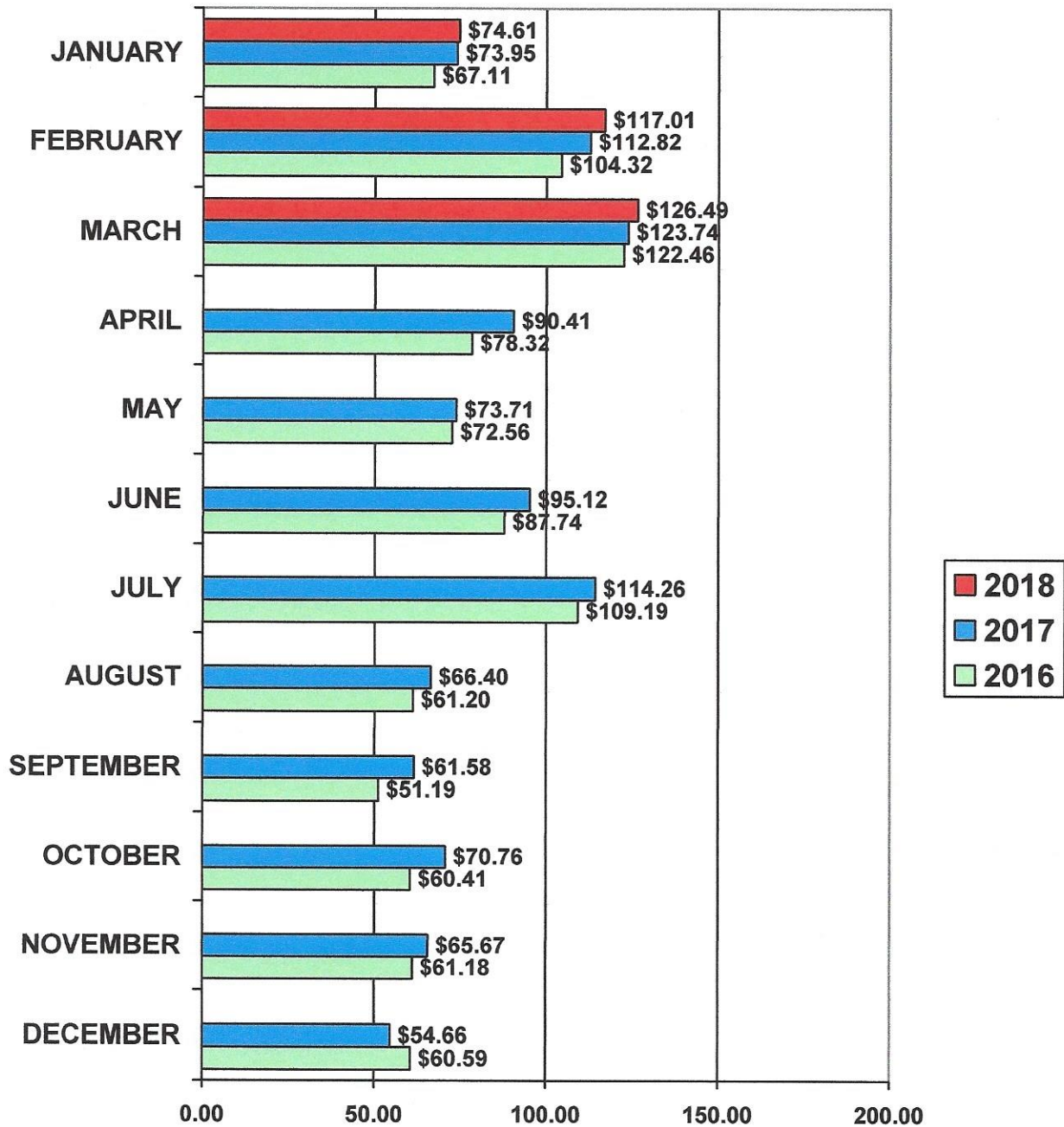


2018 YTD AVG. \$144.04 MARCH 2018 HIGH \$ 228.20
 2017 YTD AVG. \$147.14 MARCH 2018 LOW \$ 60.57
 2016 YTD AVG. \$137.24

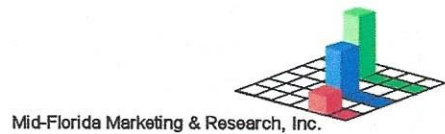
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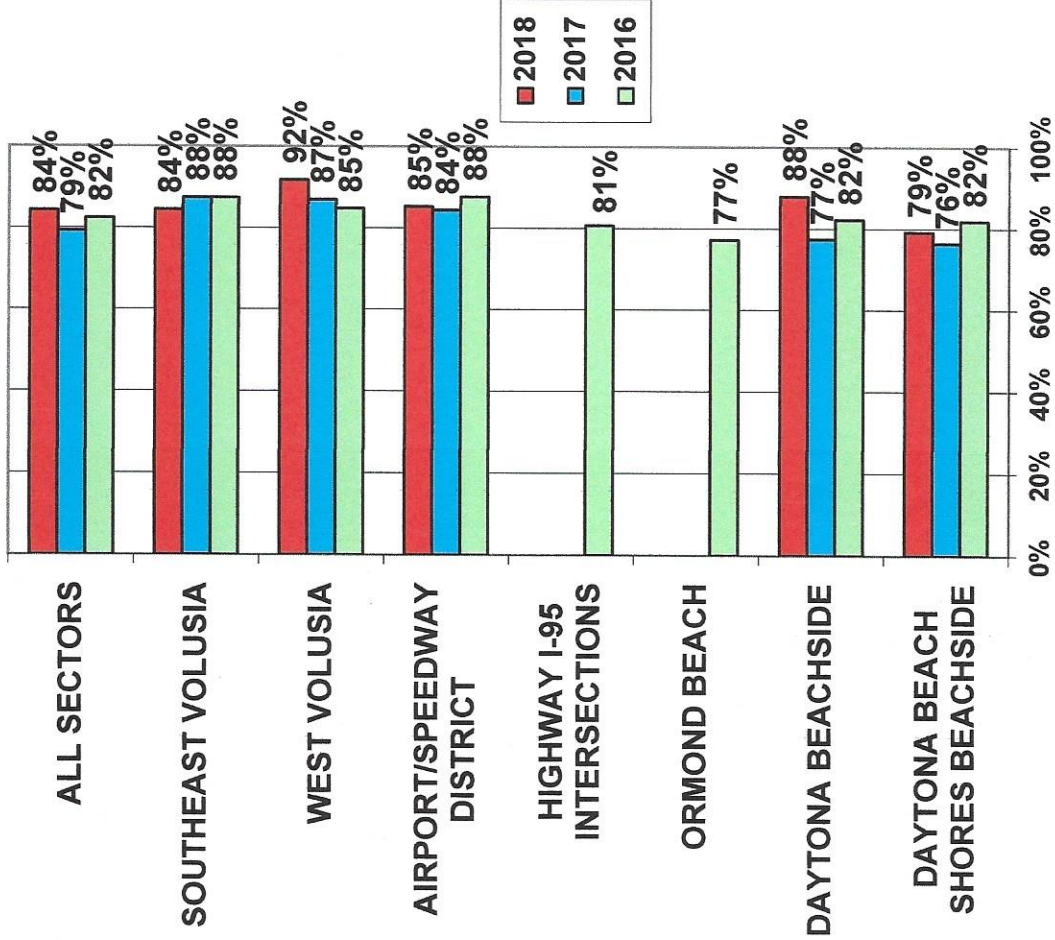
VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2016 - 2018



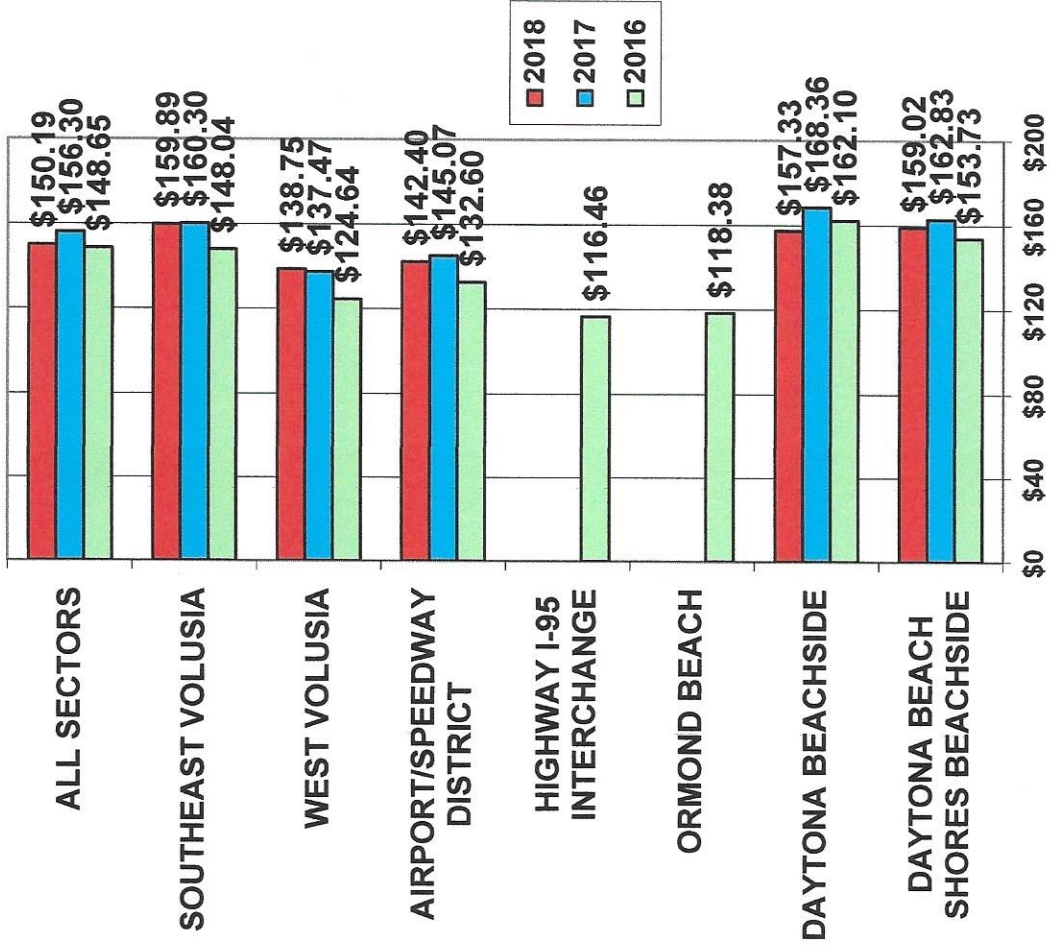
2018 YTD AVG. \$ 105.87
2017 YTD AVG. \$ 104.10
2016 YTD AVG. \$ 98.25



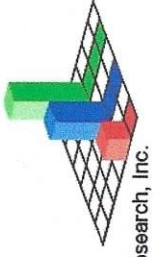
**VOLUSIA OCCUPANCY BY
AREA SECTORS -
MARCH 2016 - 2018**



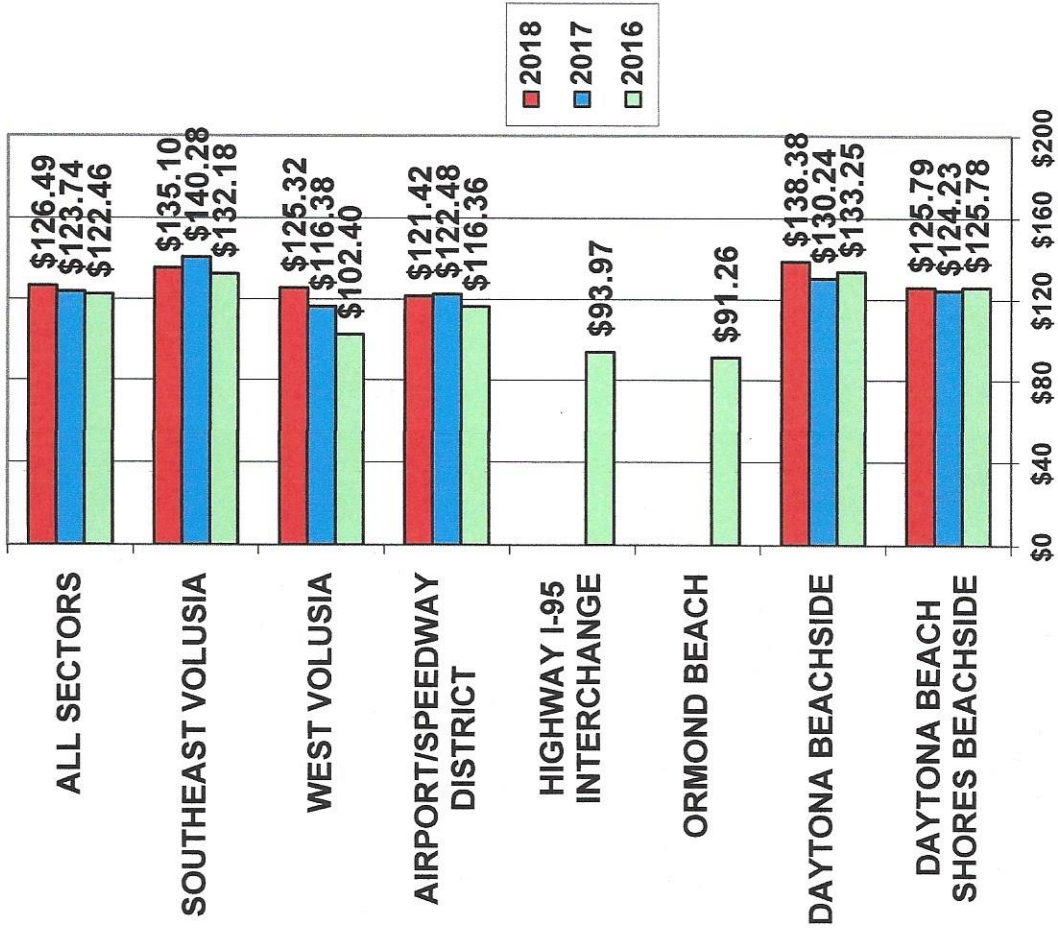
**VOLUSIA AVERAGE DAILY RATE BY
AREA SECTORS -
MARCH 2016 - 2018**



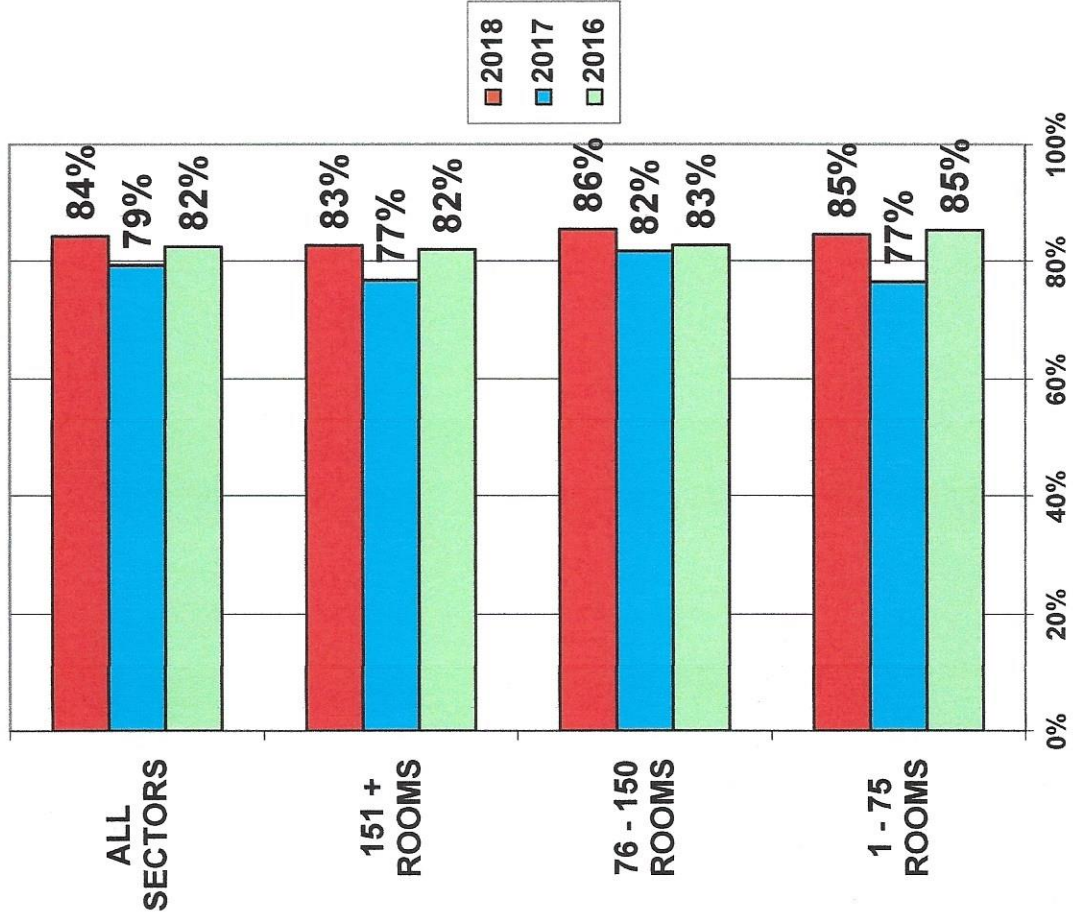
AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.



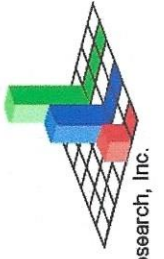
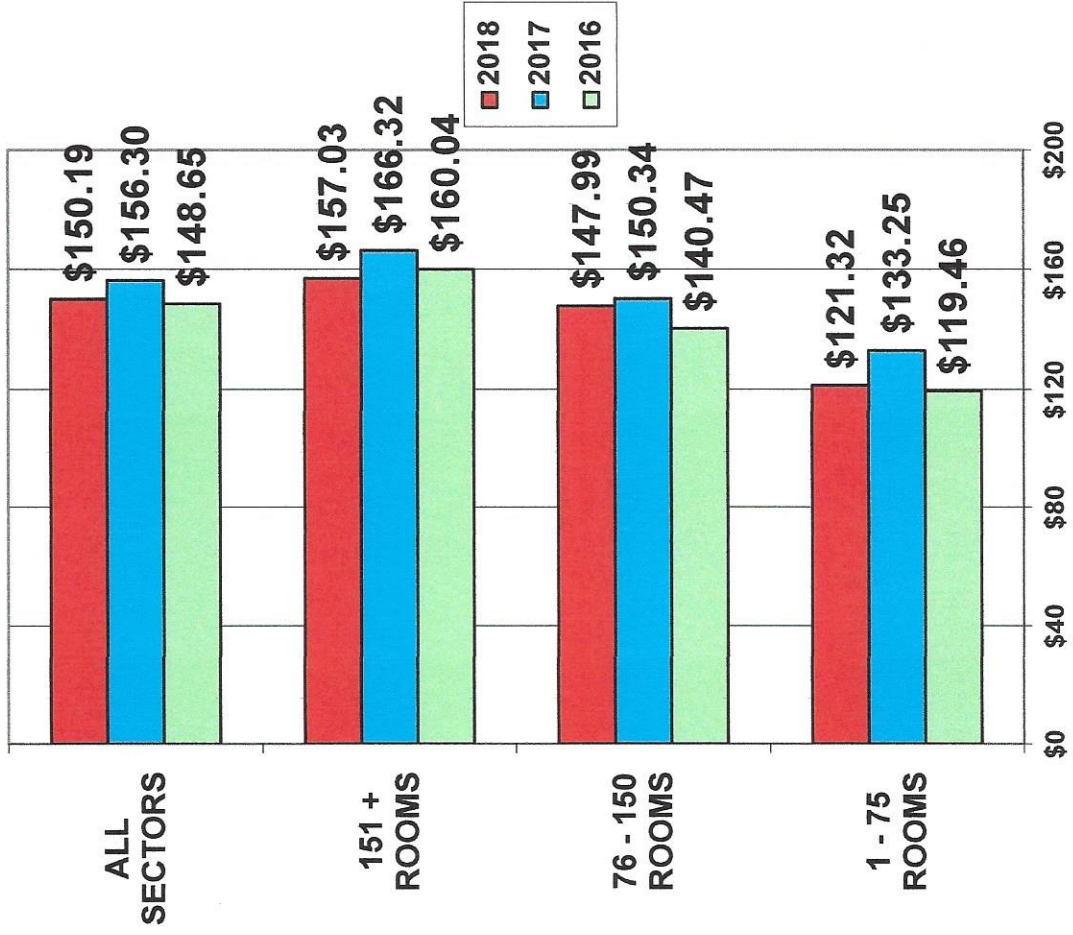
**VOLUSIA REV/IPAR
BY AREA SECTORS -
MARCH 2016 - 2018**



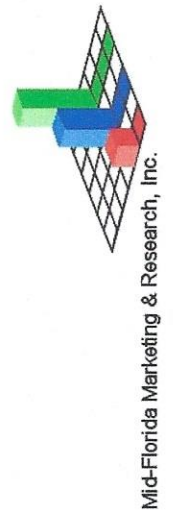
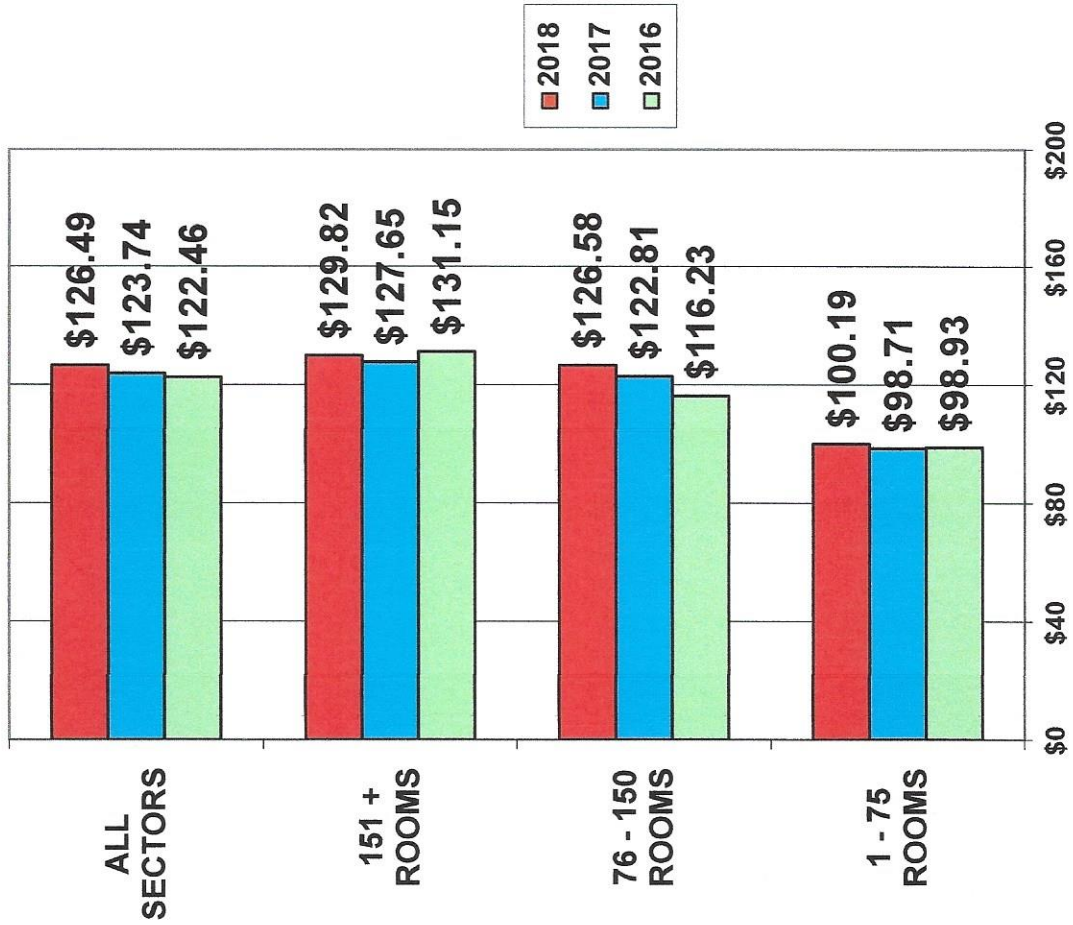
**VOLUSIA OCCUPANCY BY
PROPERTY SIZE -
MARCH 2016 - 2018**



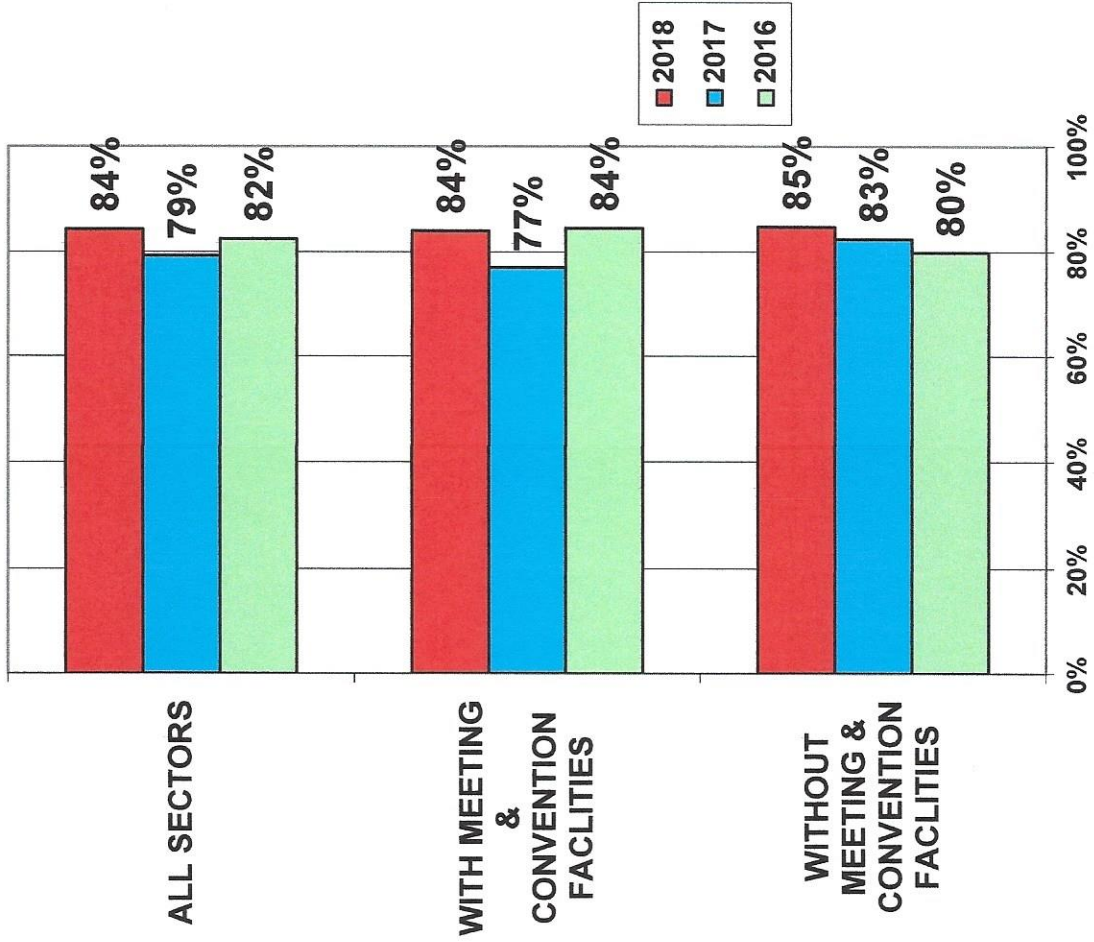
**VOLUSIA AVERAGE DAILY RATE BY
PROPERTY SIZE -
MARCH 2016 - 2018**



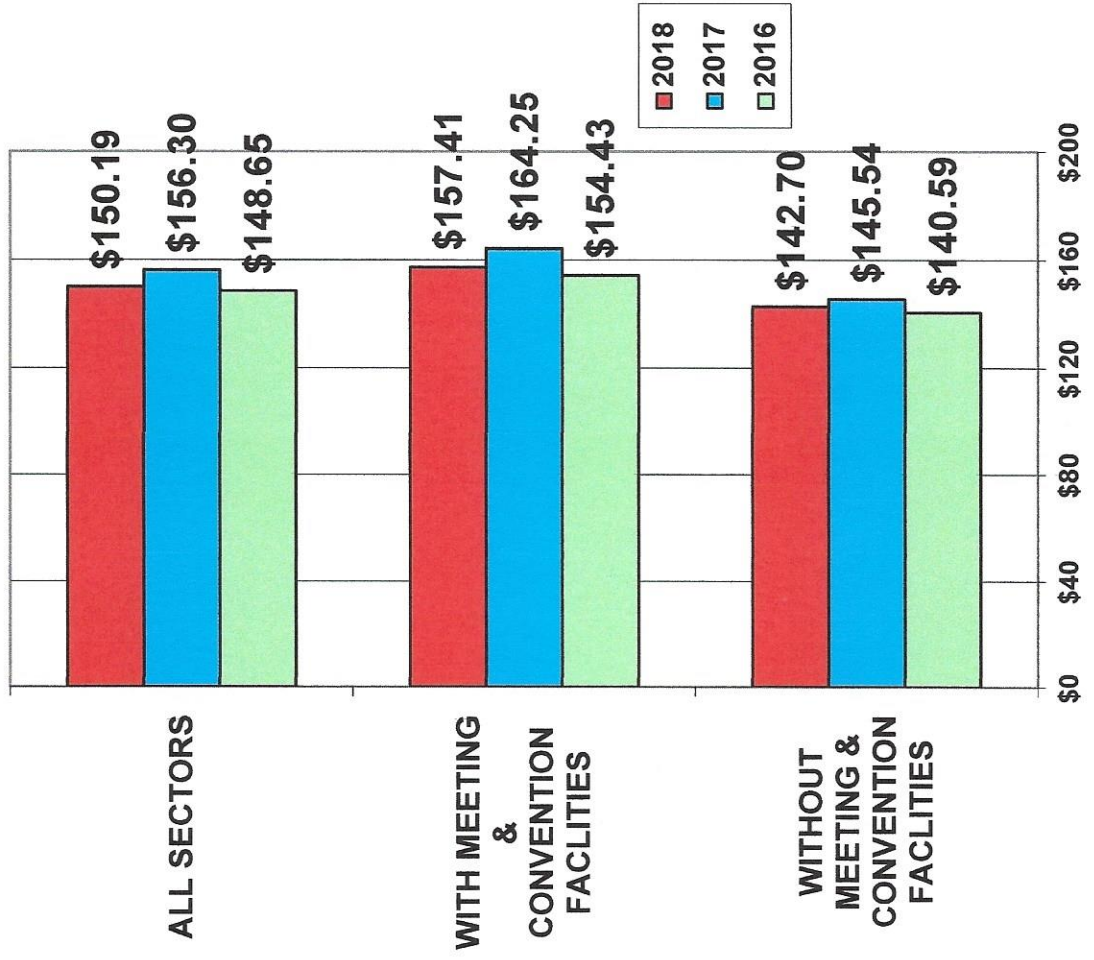
**VOLUSIA REV/PAR
BY PROPERTY SIZE -
MARCH 2016 - 2018**



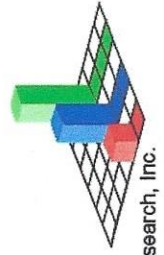
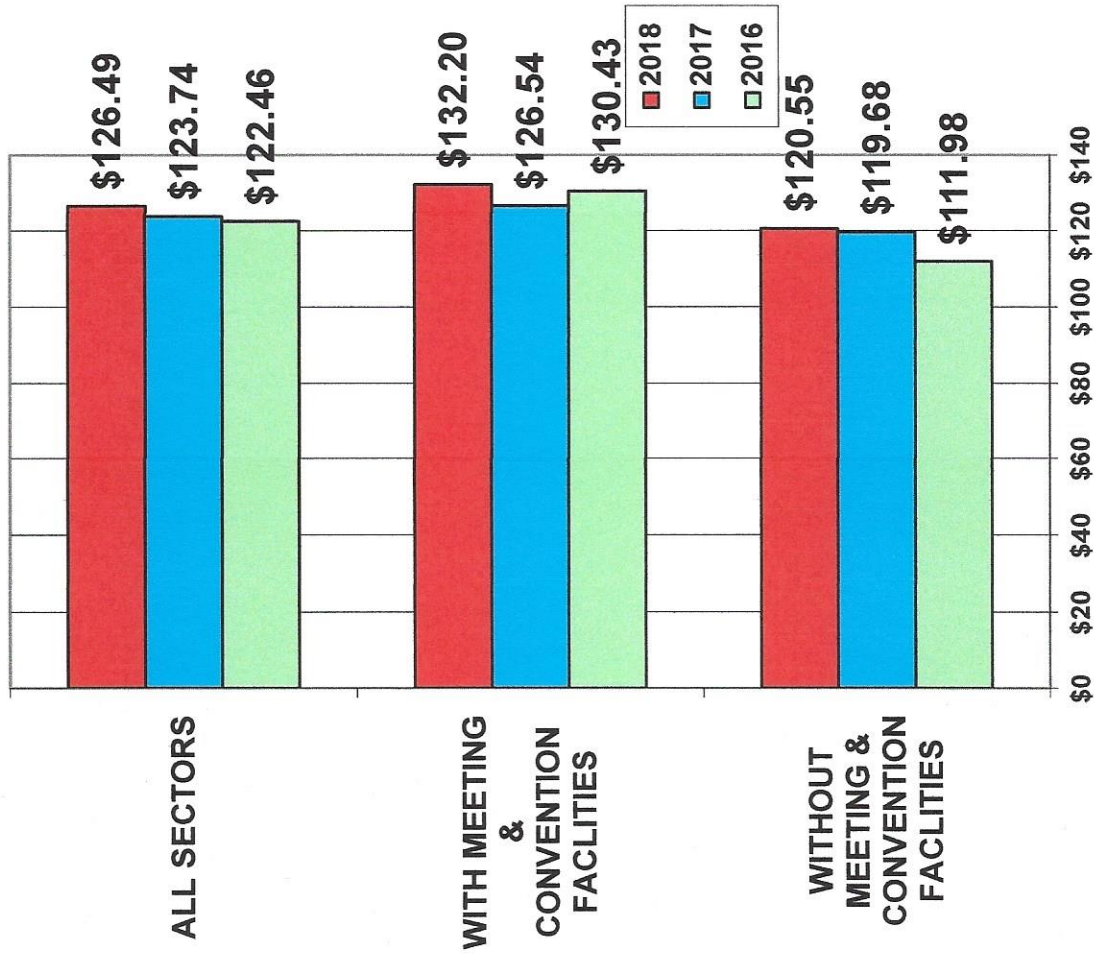
**VOLUSIA OCCUPANCY
BY MEETING & CONVENTION
FACILITIES - MARCH 2016 - 2018**



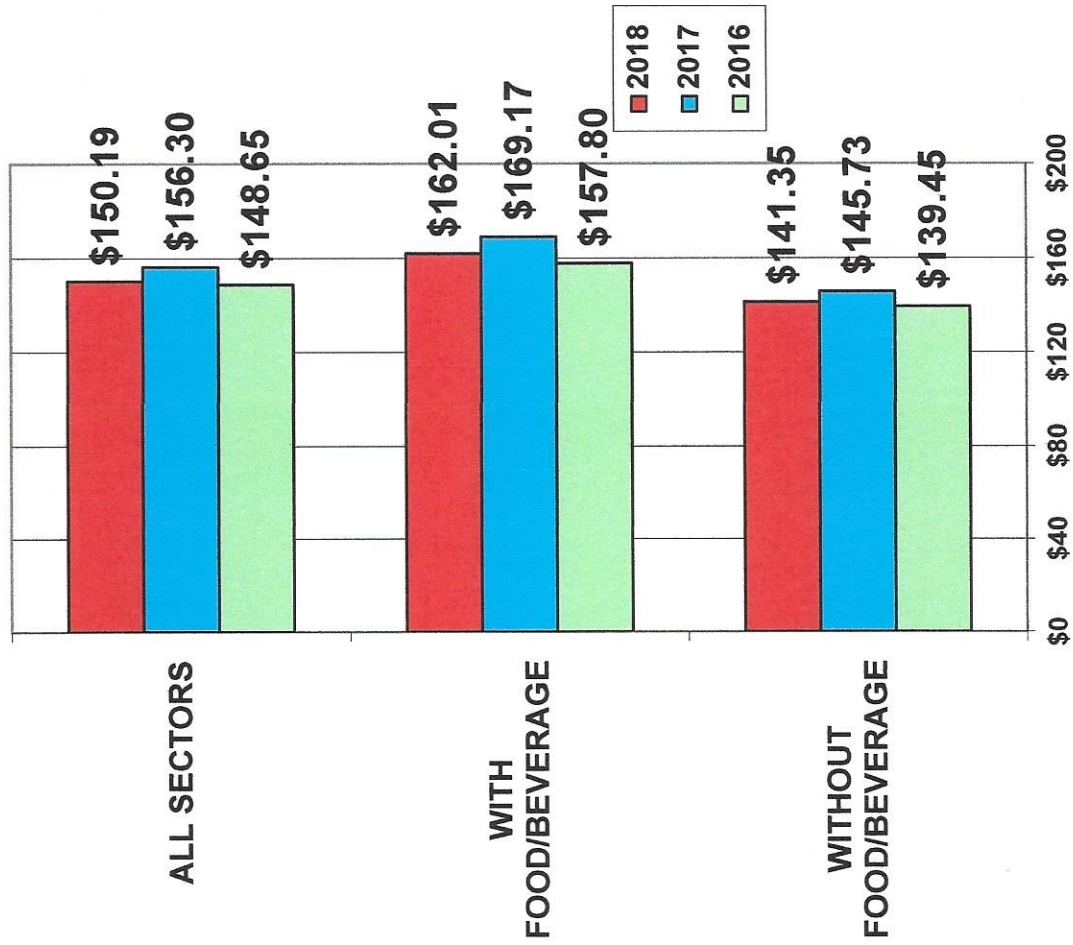
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MEETING & CONVENTION
FACILITIES - MARCH 2016 - 2018**



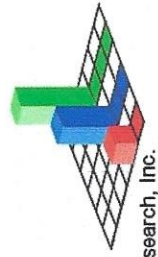
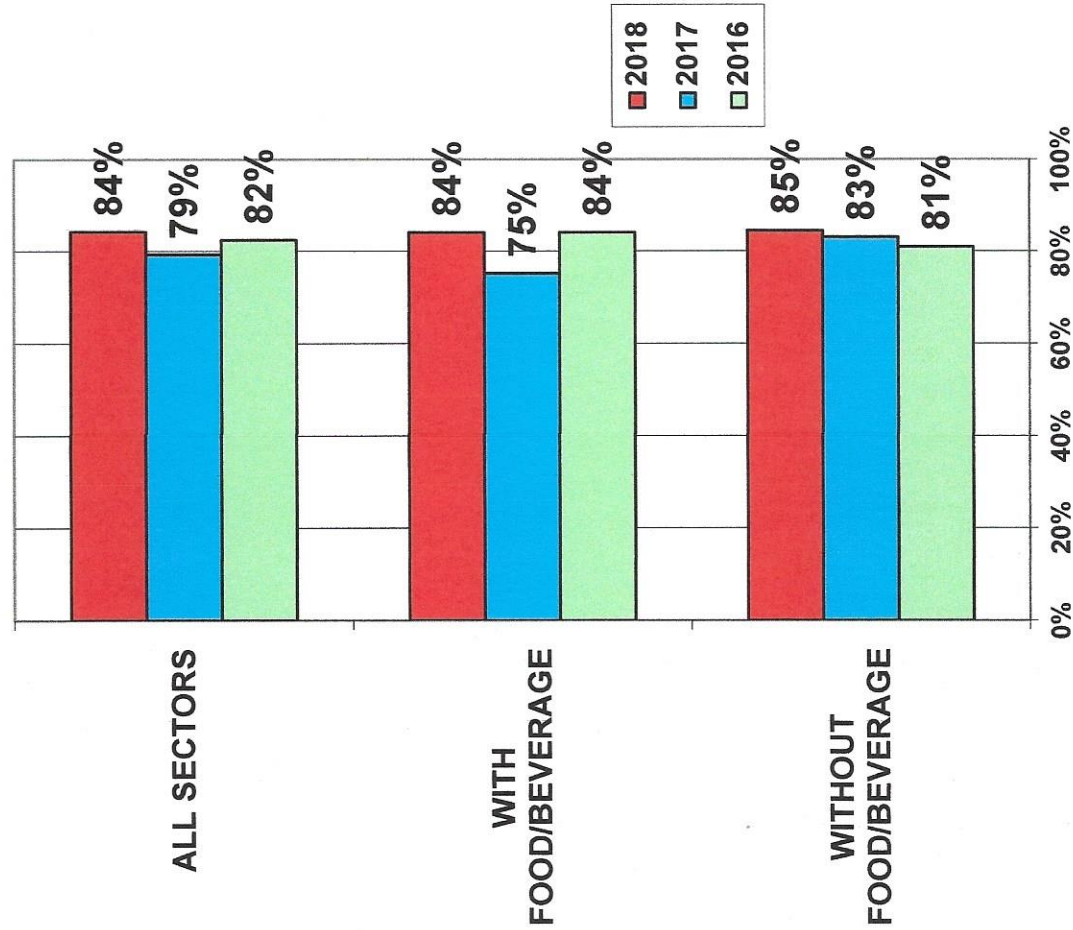
**VOLUSIA REV/PAR BY MEETING &
CONVENTION FACILITIES -
MARCH 2015 - 2018**



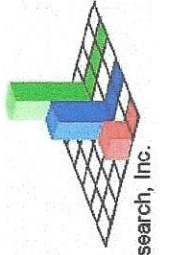
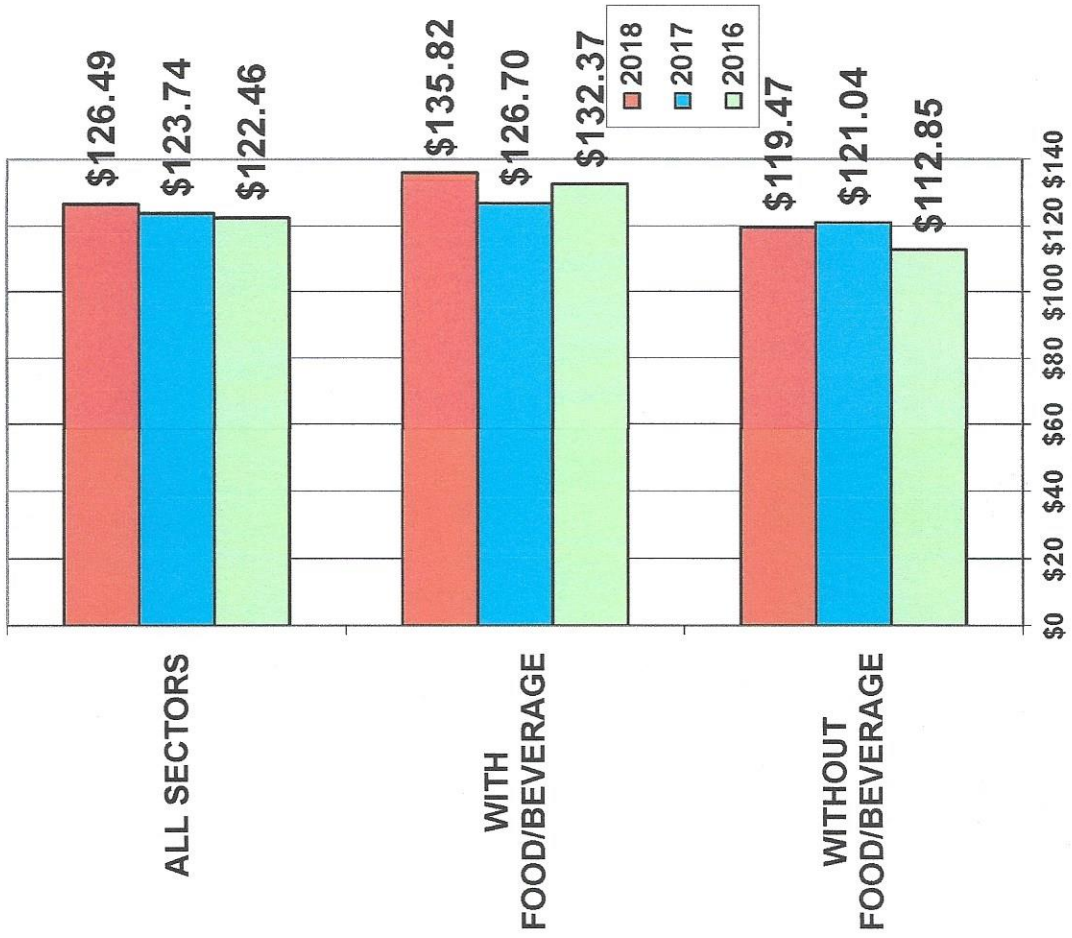
**VOLUSIA AVERAGE DAILY RATE BY
FOOD/BEVERAGE
MARCH 2016 - 2018**



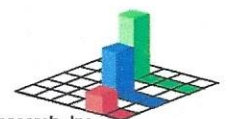
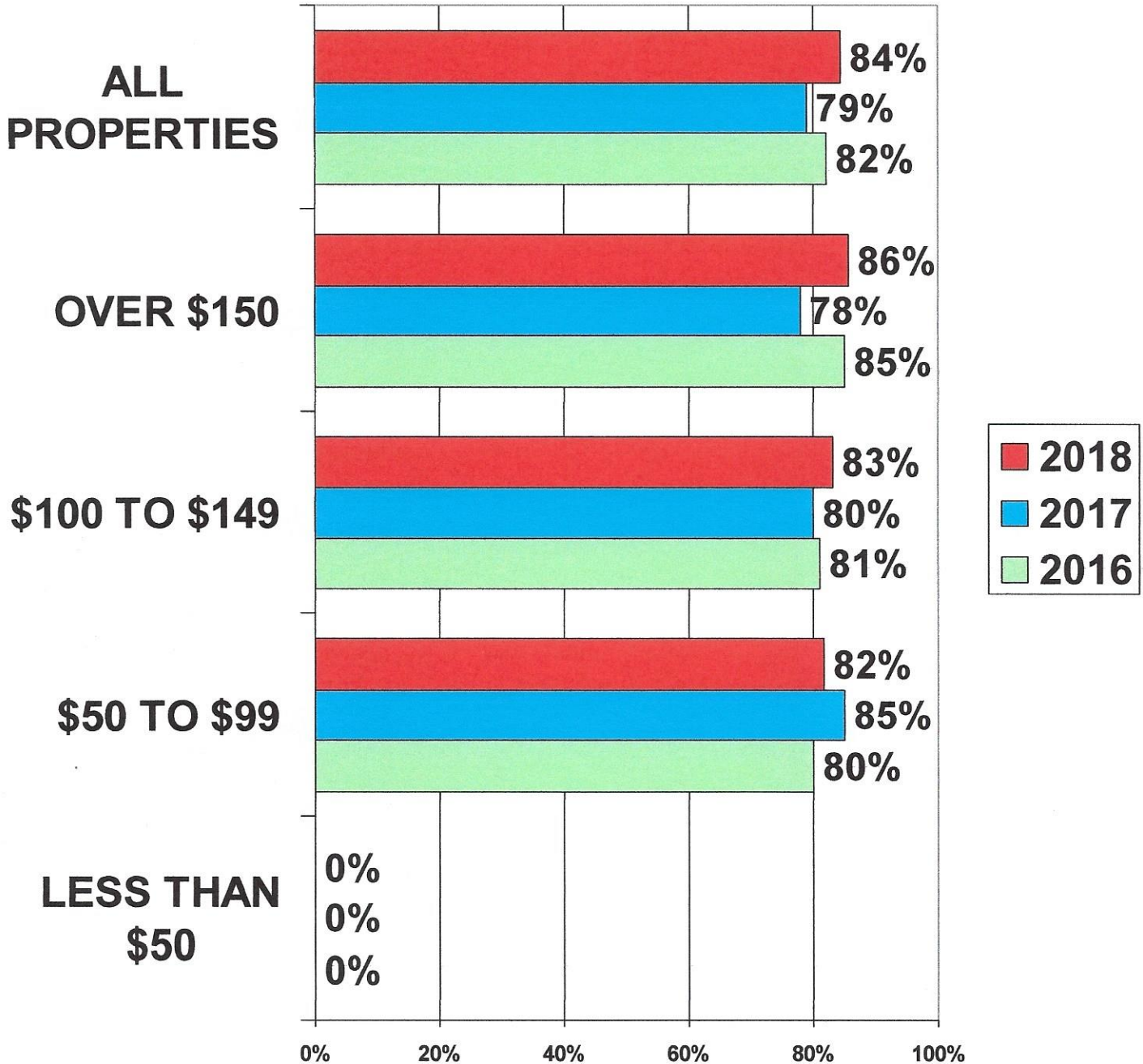
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FOOD/BEVERAGE -
MARCH 2016 - 2018**



**VOLUSIAREV/PAR BY
FOOD/BEVERAGE -
MARCH 2016 - 2018**

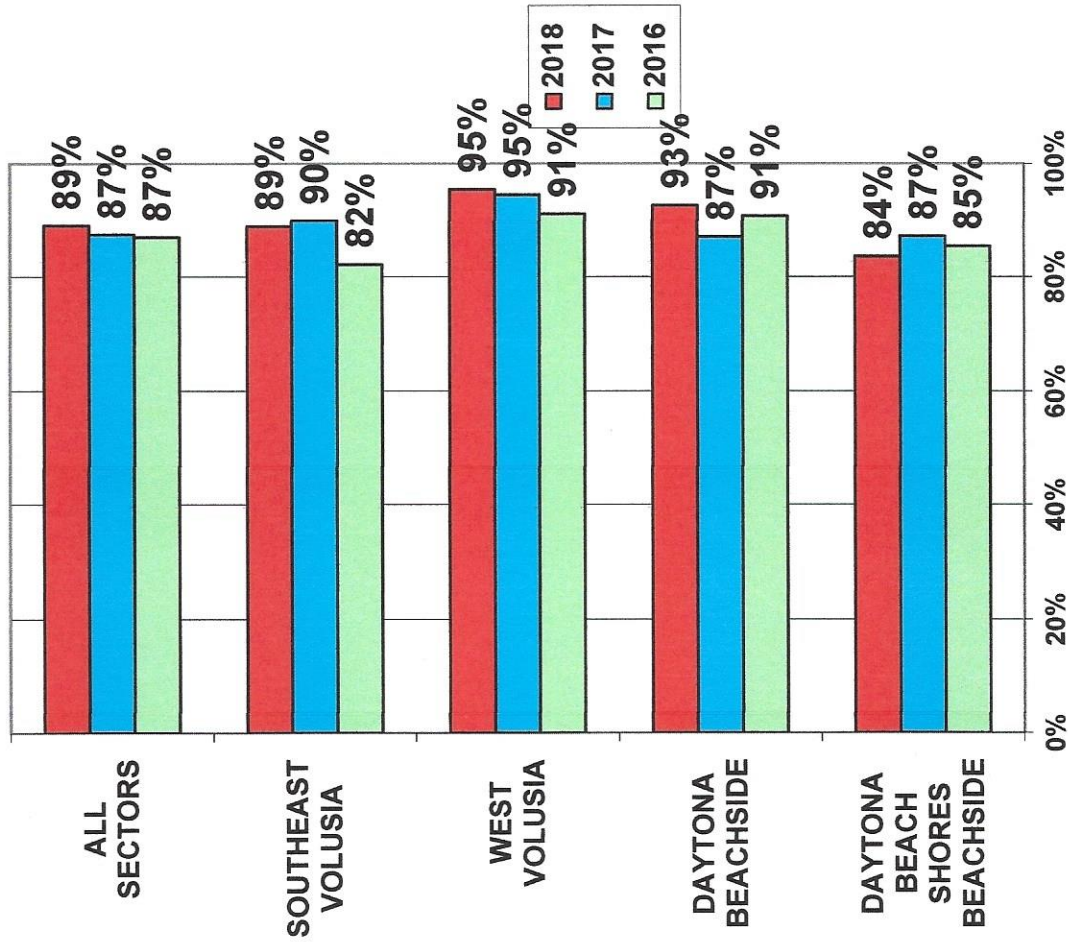


VOLUSIA HOTEL/MOTEL OCCUPANCY BY PRICE RANGE - MARCH 2016 - 2018

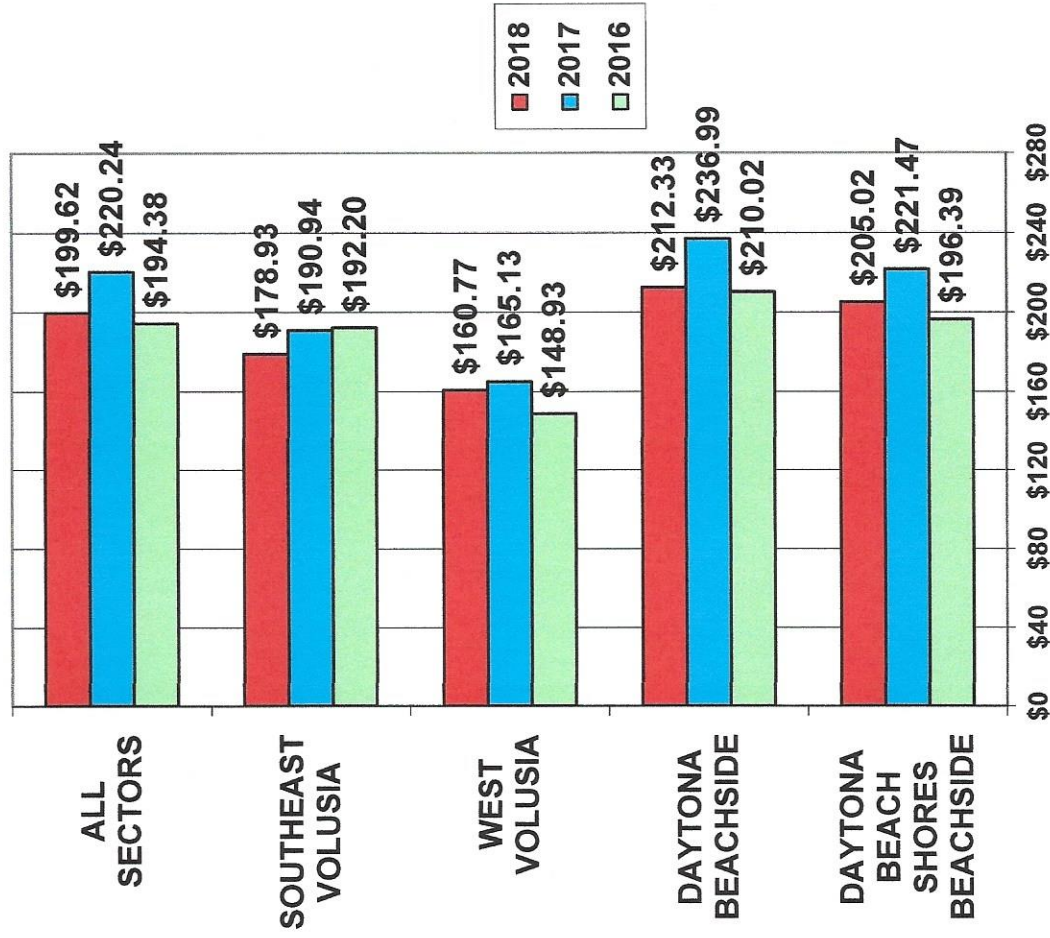


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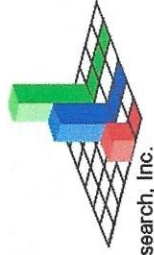
**VOLUSIA OCCUPANCY
BY AREA SECTORS -
BIKE WEEK 2016 - 2018**



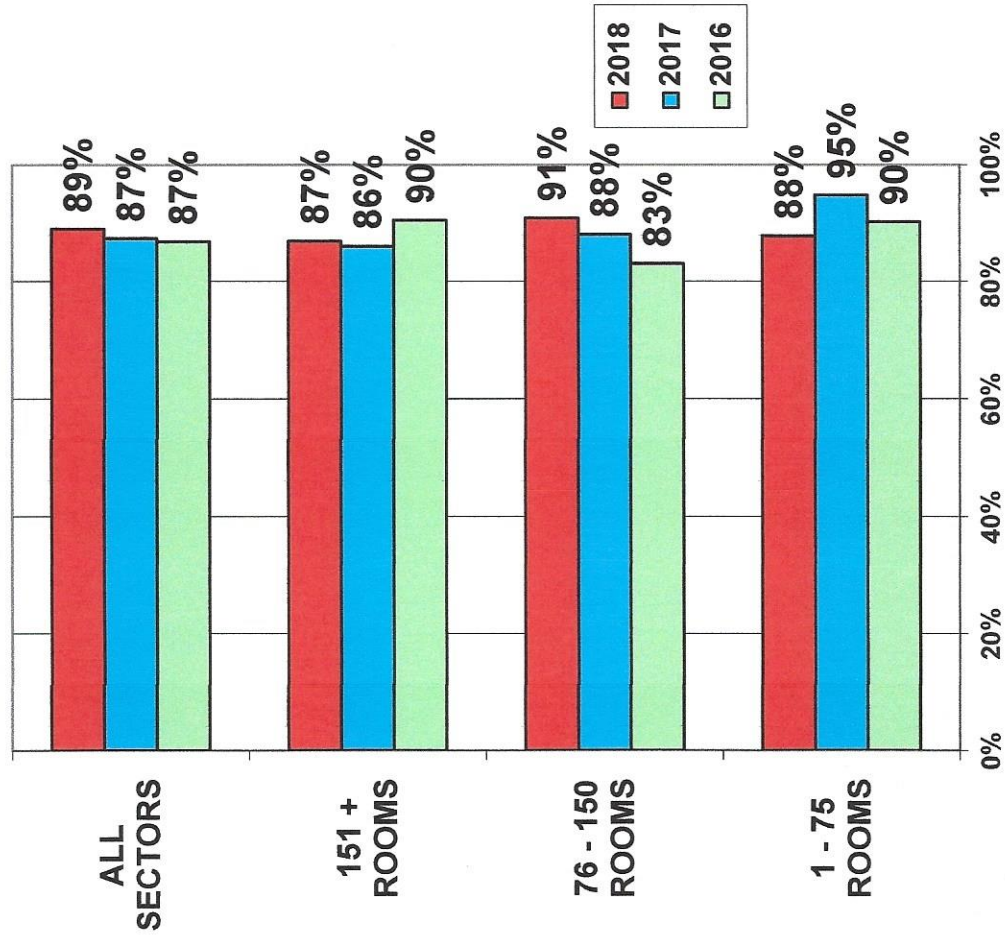
**VOLUSIA AVERAGE DAILY RATE BY
AREA SECTORS -
BIKE WEEK 2016 - 2018**



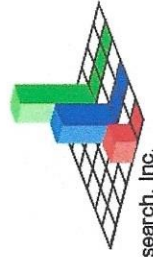
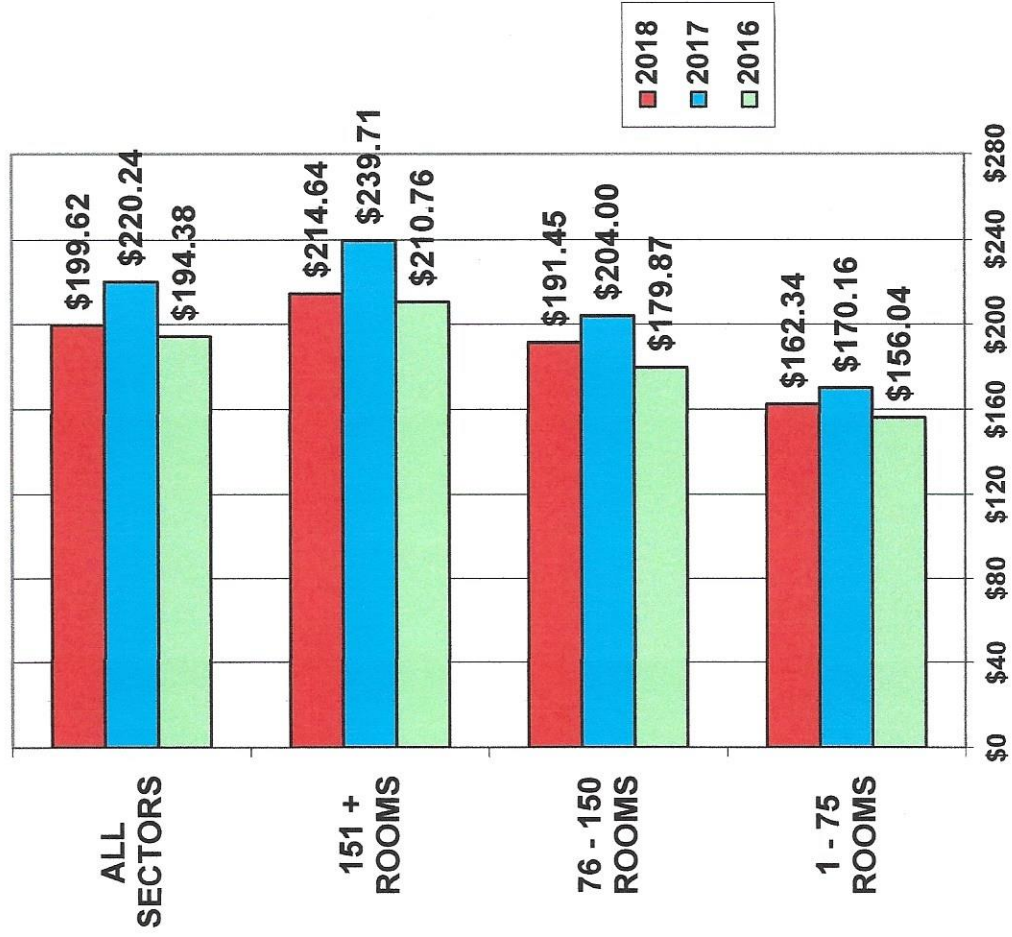
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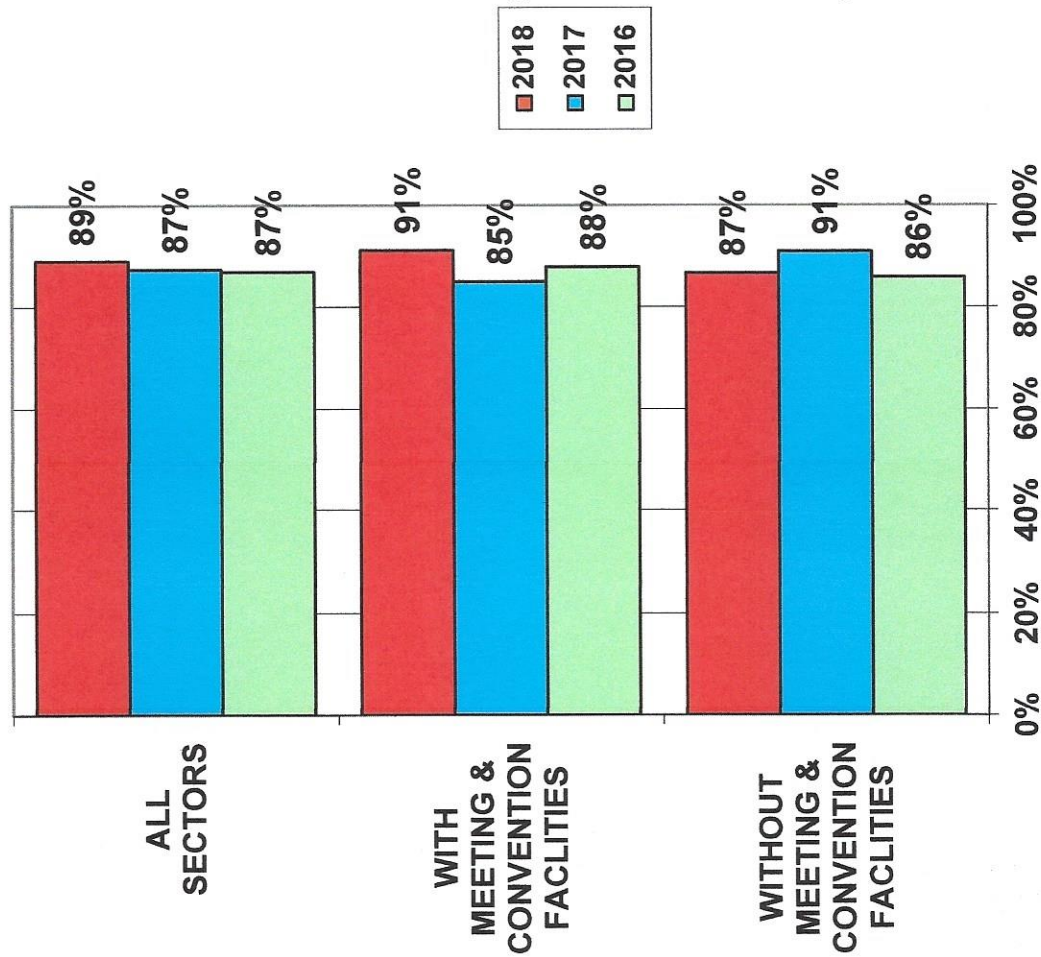
**VOLUSIA OCCUPANCY
BY PROPERTY SIZE -
BIKE WEEK 2016 - 2018**



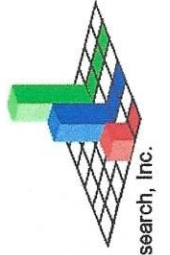
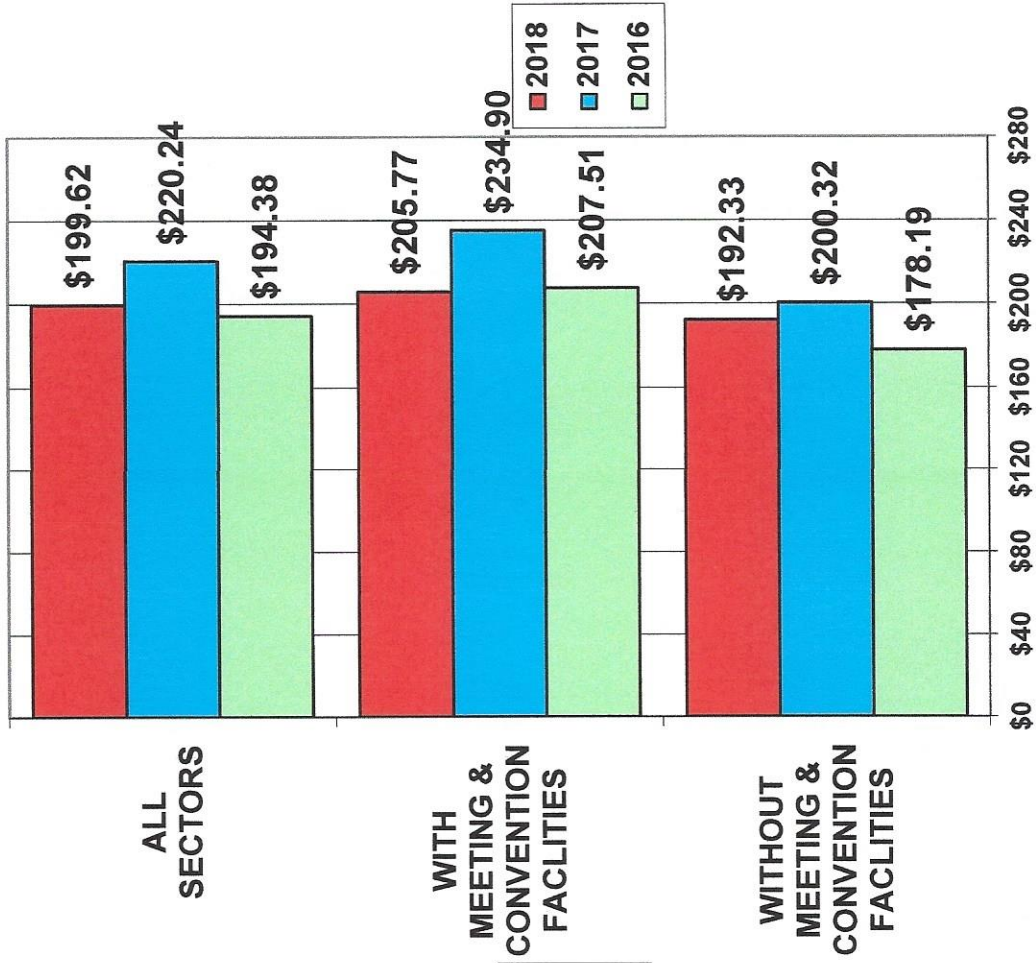
**VOLUSIA AVERAGE DAILY RATE
BY PROPERTY SIZE -
BIKE WEEK 2016 - 2018**



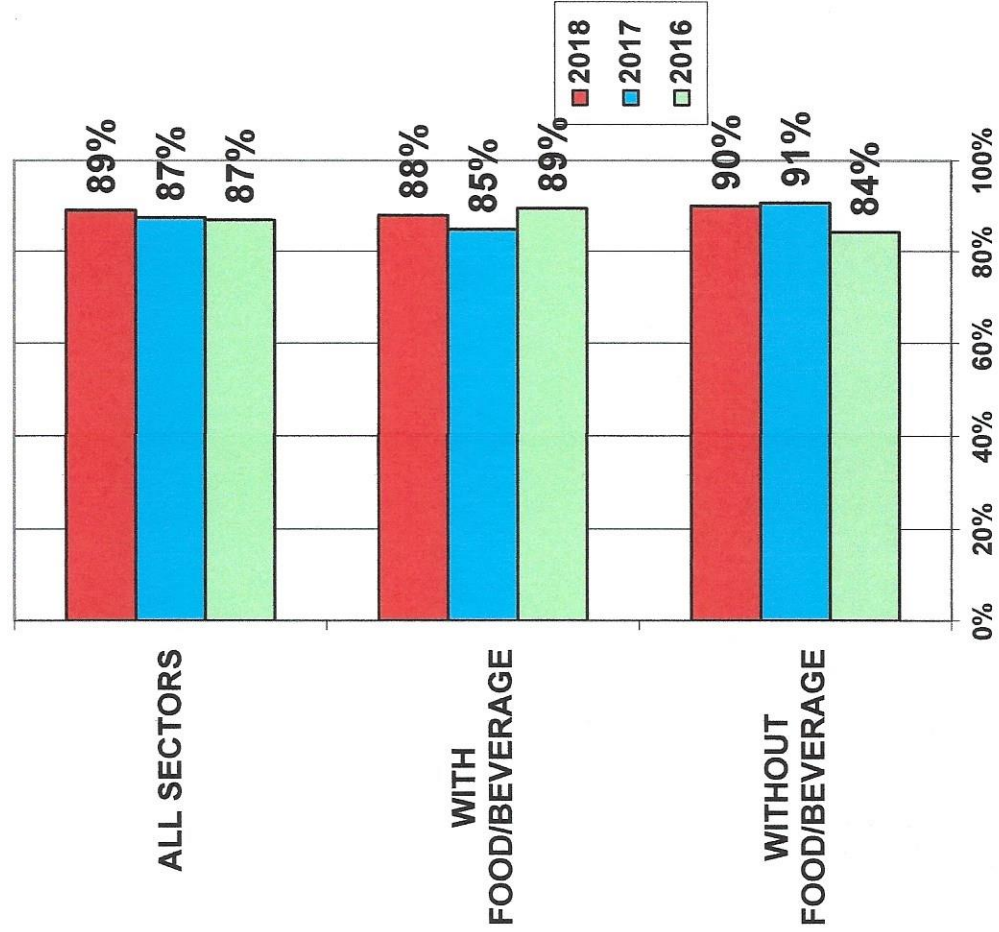
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES- BIKE WEEK 2016 - 2018



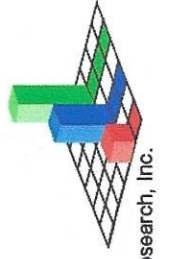
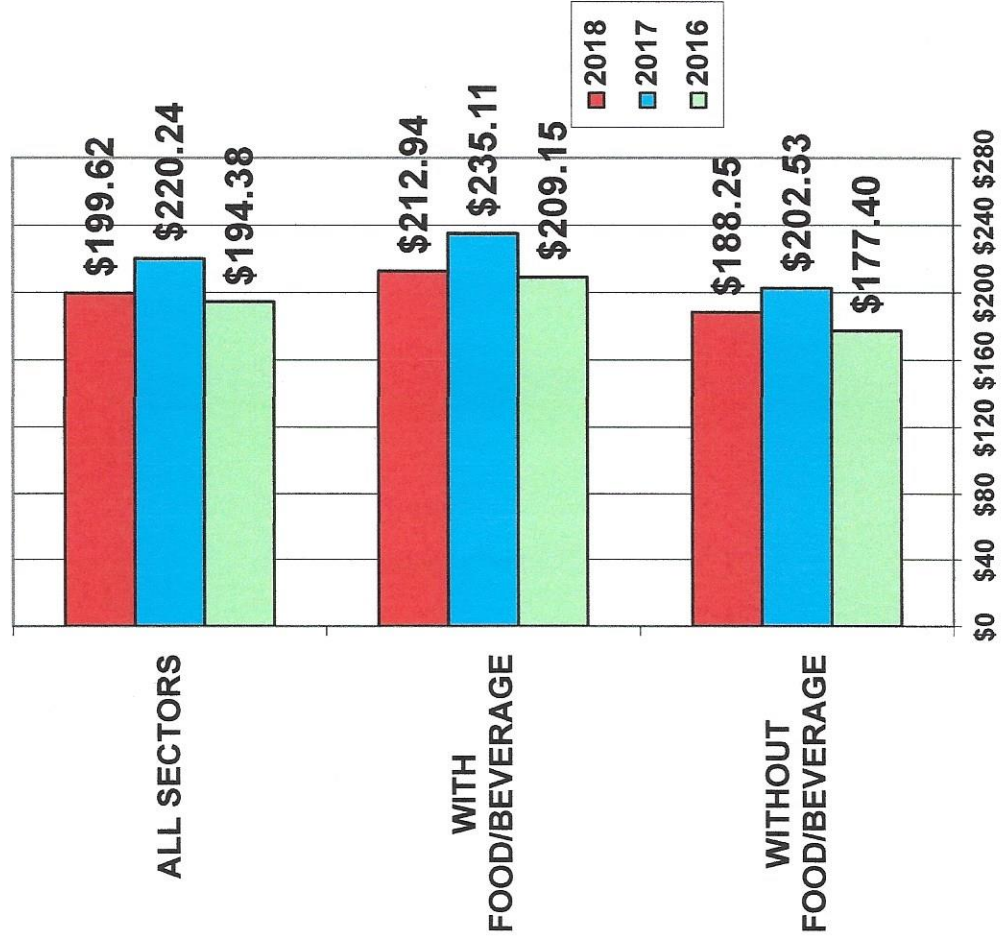
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - BIKE WEEK 2016 - 2018



**VOLUSIA OCCUPANCY BY
FOOD/BEVERAGE -
BIKE WEEK 2016 - 2018**



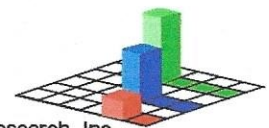
**VOLUSIA AVERAGE DAILY RATE BY
FOOD/BEVERAGE -
BIKE WEEK 2016 - 2018**



**PARTICIPATING PROPERTIES
BY AREA SECTOR**

MONTHS REPORTING 2018

	<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									
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	X	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	X	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	X	X									
DAYTONA BEACH RESORT	303	X	X	X									
DAYTONA INN BEACH RESORT	65	X	X	X									
HILTON DAYTONA BEACH RESORT	742	X	X	X									
HILTON GARDEN INN DAYTONA BEACH OCEANFRONT	144	X	X	X									
HOLIDAY INN & SUITES ON THE OCEAN	123	X	X	X									
HOLIDAY INN RESORT DAYTONA	188	X	X	X									
NAUTILUS INN	90	X	X	X									
OCEAN BREEZE CLUB HOTEL	206	X	X	X									
PLAZA RESORT & SPA	322	X	X	X									
SILVER BEACH CLUB	74	X	X	X									
THE VILLA BED AND BREAKFAST	4	X	X	X									
WYNDHAM OCEAN WALK	127			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	X	X									
COVE ON ORMOND BEACH	112		X	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										
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									
HOMWOOD 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	X									
HAMPTON INN DEBARY	76	X	X	X									
HAMPTON INN DELAND	94	X	X	X									
HOLIDAY IN EXPRESS ORANGE CITY	114	X	X	X									
HONTOON LANDING	18	X	X	X									
SE VOLUSIA													
BEST WESTERN HOTEL	101	X	X	X									
COASTAL WATERS INN	40	X		X									
*COUNTRY INN & SUITES PORT ORANGE	87	X	X	X									
HAMPTON INN	122	X	X	X									
INN ON THE AVENUE	6			X									
OCEAN TRILLIUM SUITES	32	X	X	X									

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

