

Memo

To: HAAA
From: Evelyn Fine
Date: April 26, 2019
Subject: March 2019 Occupancy & Average Daily Rate Report

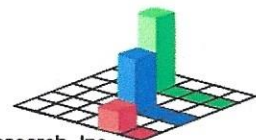
Overall Daytona Beach Area Occupancy decreased about 1%, to 83% in March 2019 from 84% in March 2018.

The Daytona Beach Area Average Daily Rate was flat, with \$150.10 in March 2019 and \$150.08 in March 2018.

The Daytona Beach Area Revenue per Available Room decreased about 1%, to \$124.42 in March 2019 from \$125.52 in March 2018.

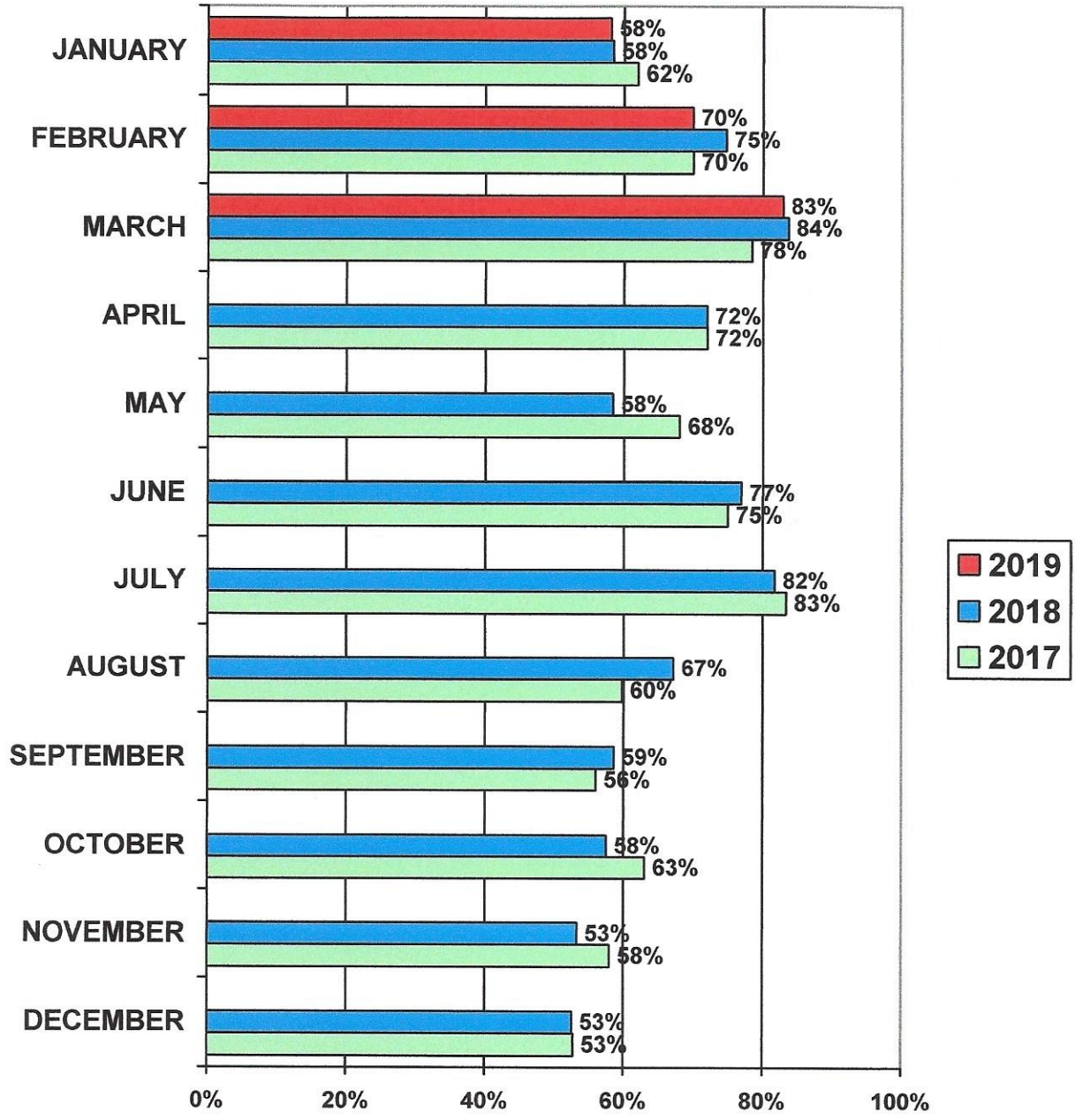
The 78th Anniversary of Bike Week in Daytona Beach was held March 8 – 17th, 2019. Many events, races, and rally's were held county wide.

EF/LK



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HALIFAX AREA HOTEL/MOTEL OCCUPANCY 2017 - 2019

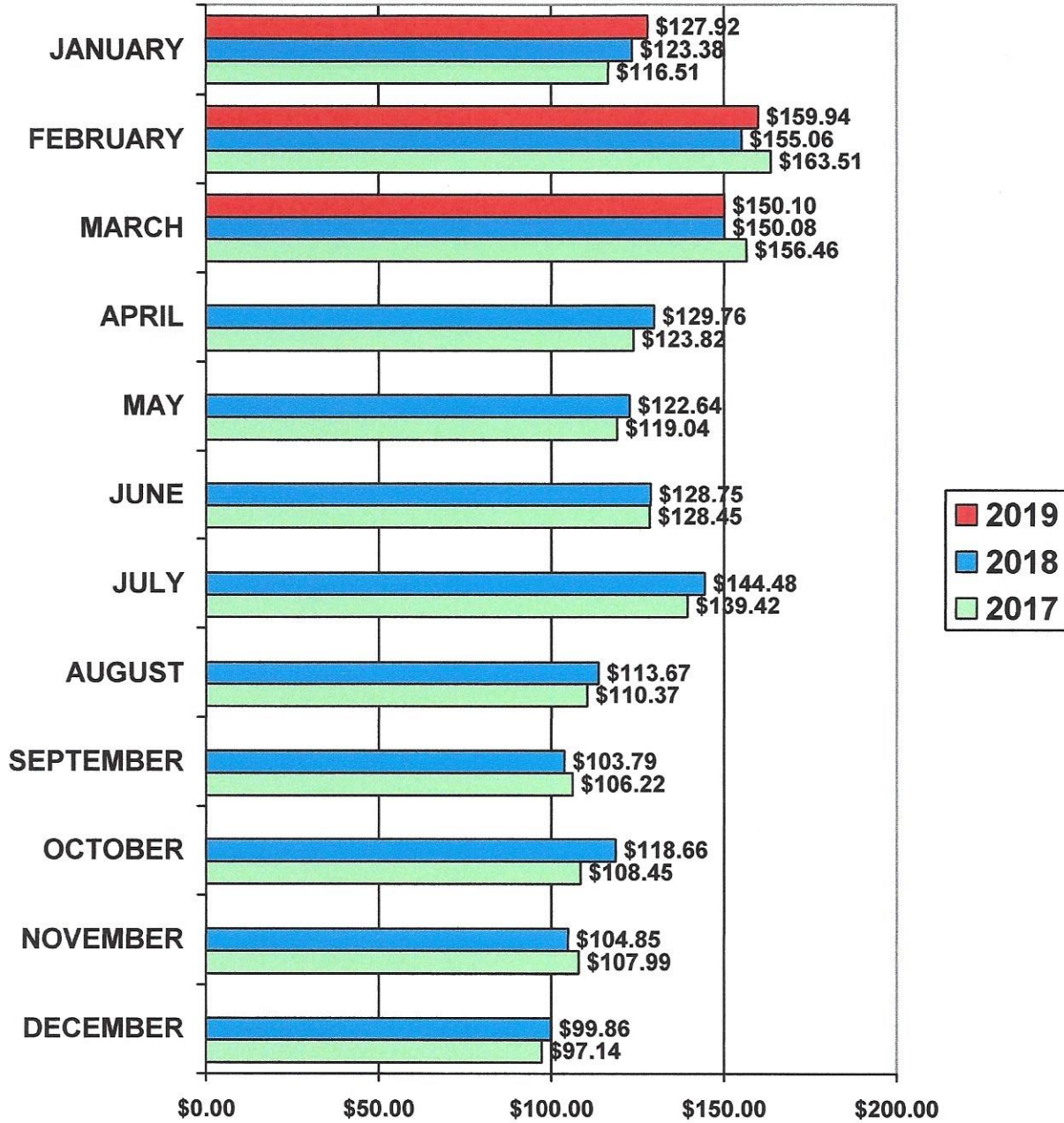


2019 YTD AVG. 71%
 2018 YTD AVG. 72%
 2017 YTD AVG. 70%

MAR 2019 HIGH 95%
 MAR 2019 LOW 54%



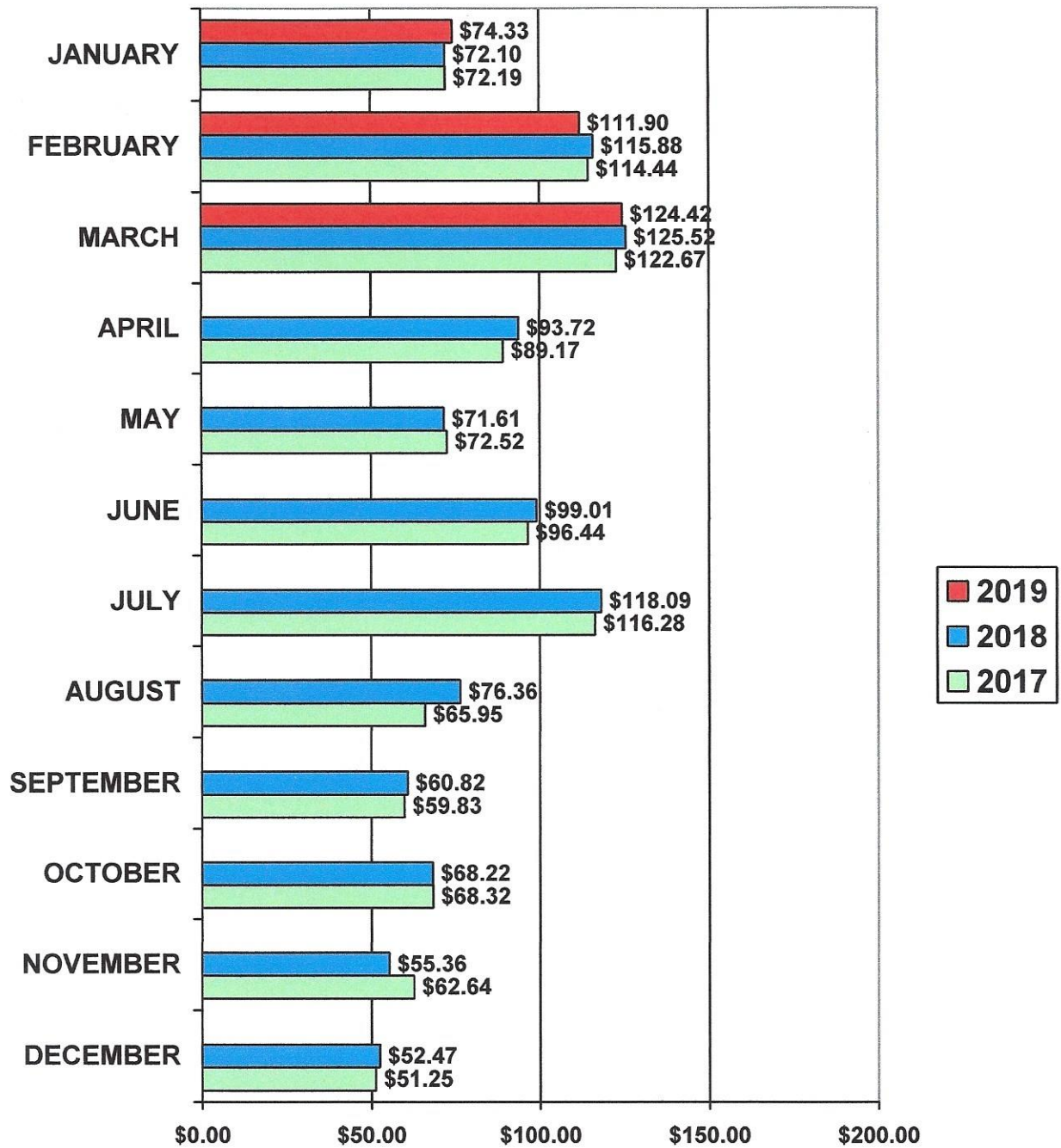
HALIFAX AREA HOTEL/MOTEL AVERAGE DAILY RATE 2017 - 2019



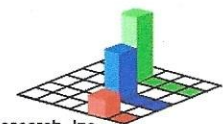
2019 YTD AVG. \$147.71 MAR 2019 HIGH \$ 220.88
 2018 YTD AVG. \$144.35 MAR 2019 LOW \$ 69.24
 2017 YTD AVG. \$147.70



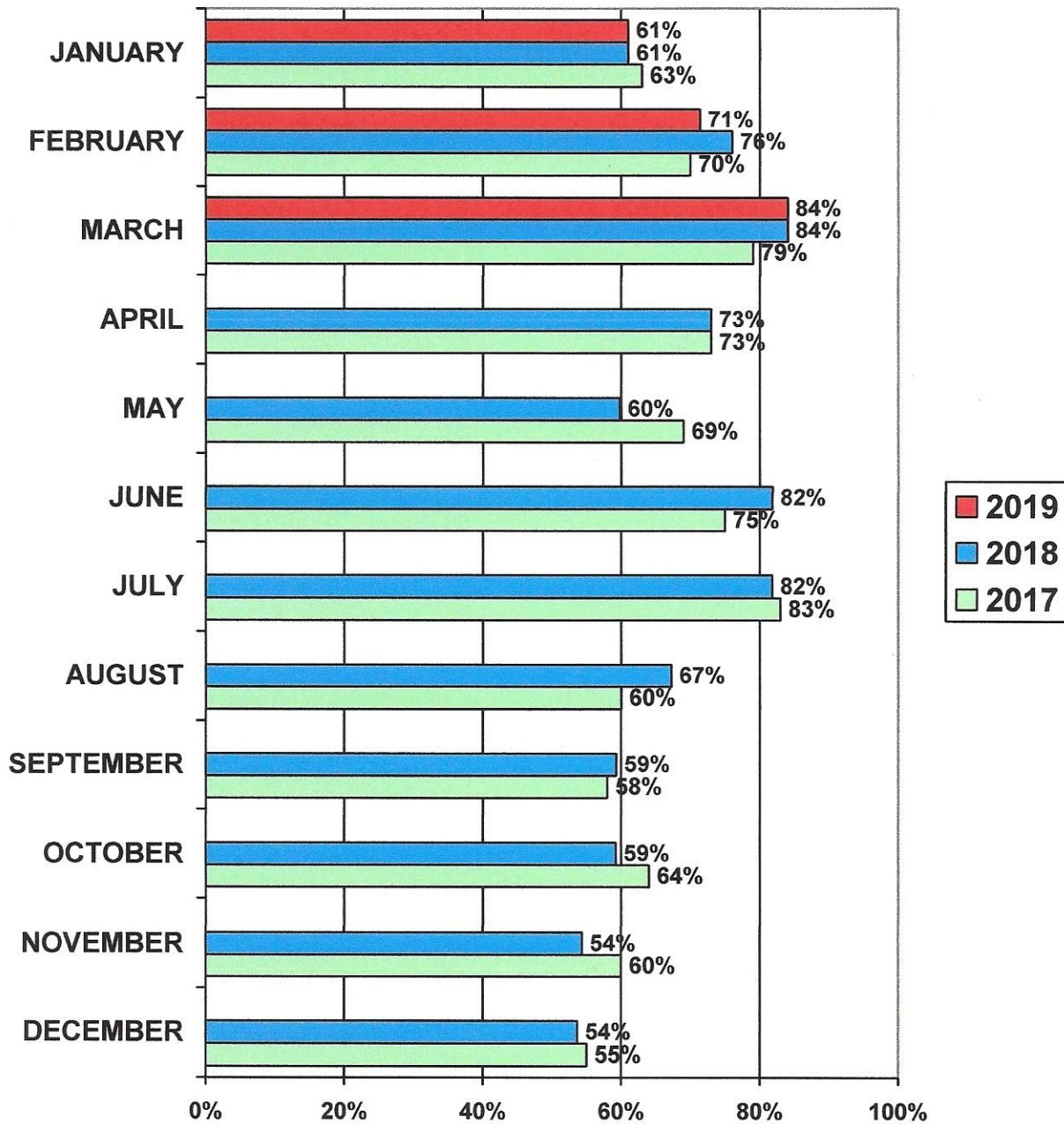
HALIFAX AREA HOTEL/MOTEL REV PAR BY MONTH 2017 - 2019



2019 YTD AVG. \$ 104.83
 2018 YTD AVG. \$ 104.27
 2017 YTD AVG. \$ 103.73



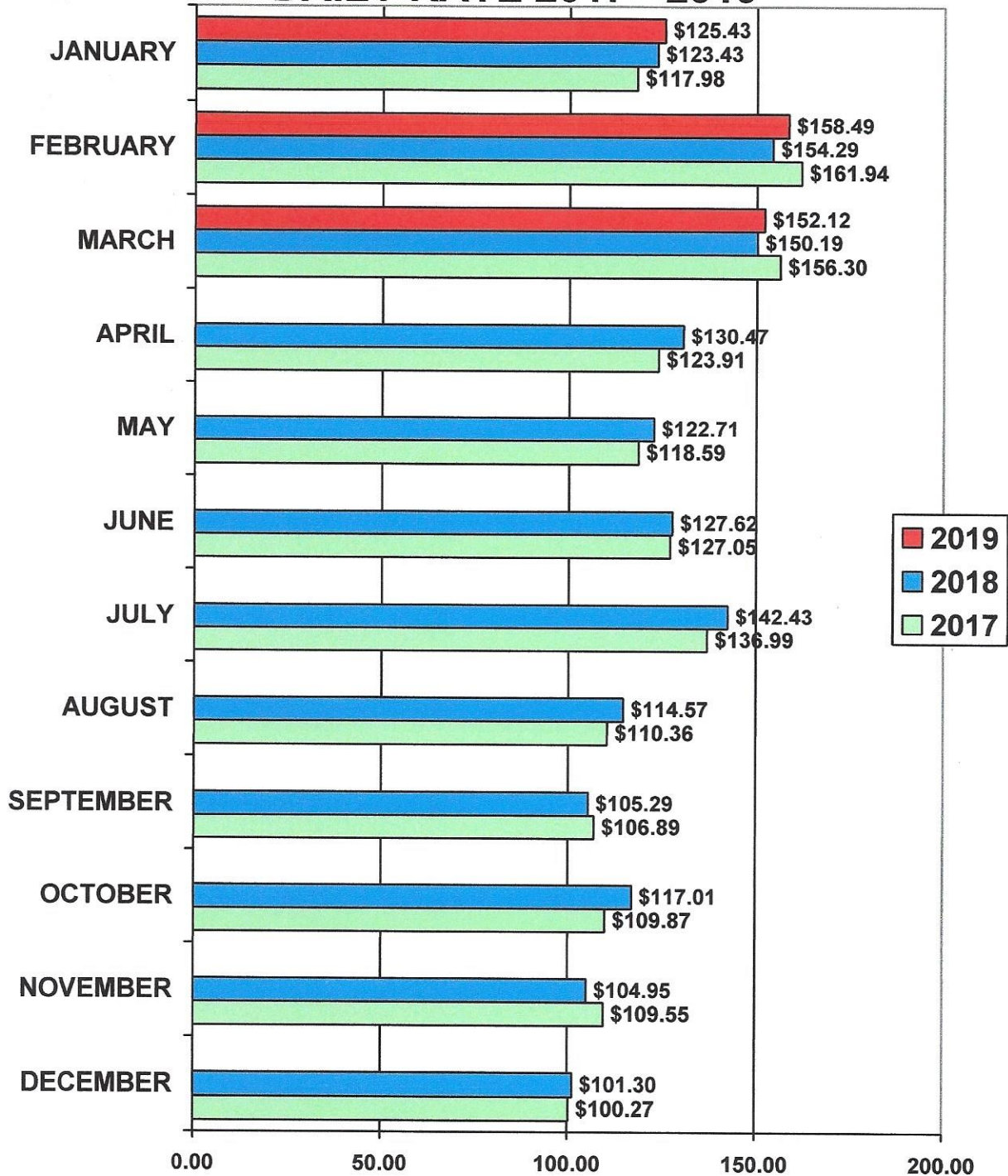
VOLUSIA HOTEL/MOTEL OCCUPANCY 2017 - 2019



2019 YTD AVG. 72%
2018 YTD AVG. 74%
2017 YTD AVG. 71%

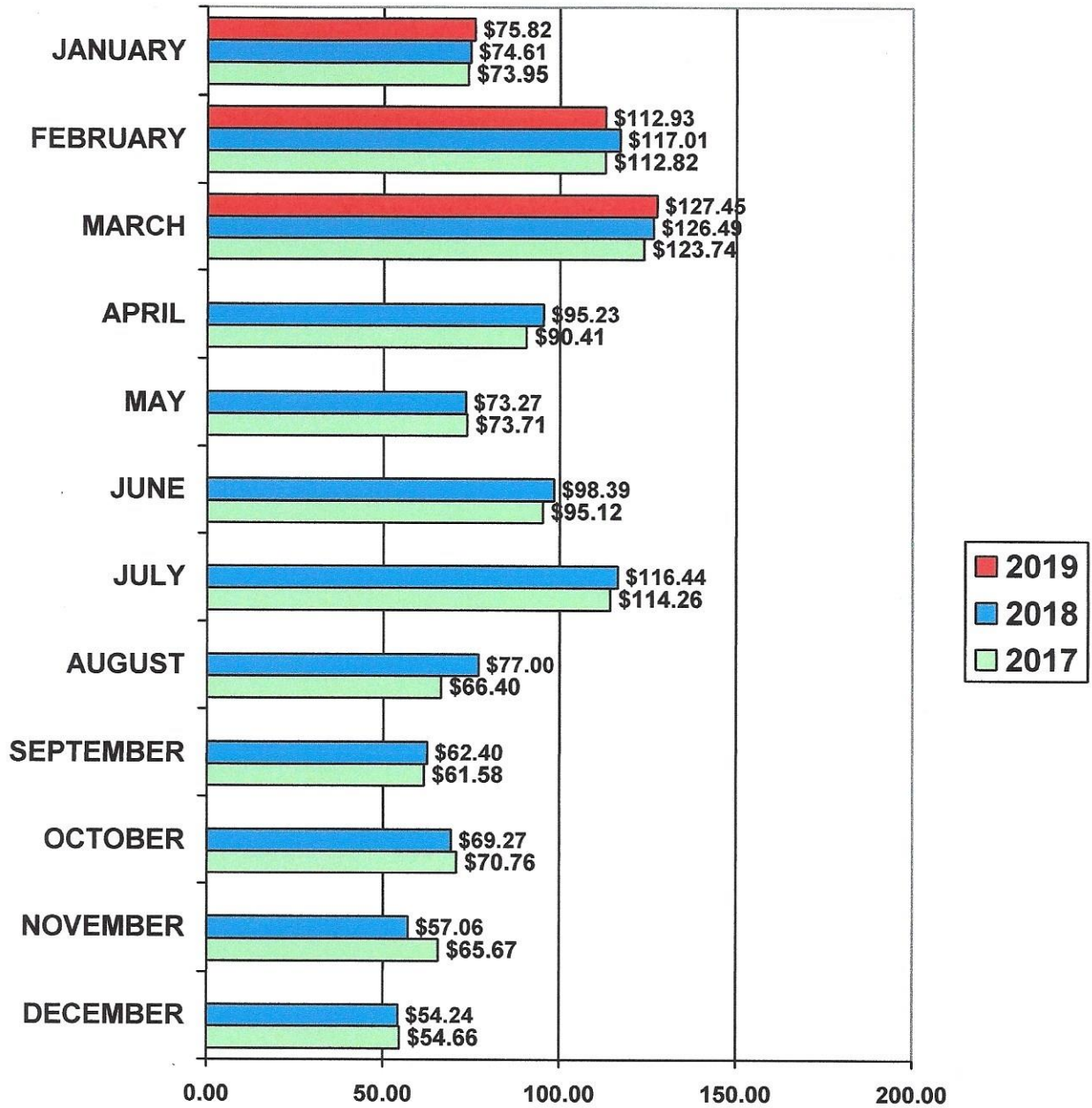
MAR 2019 HIGH 96%
MAR 2019 LOW 54%

VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2017 - 2019



2019 YTD AVG. \$146.54 MAR 2019 HIGH \$ 228.63
 2018 YTD AVG. \$144.04 MAR 2019 LOW \$ 69.24
 2017 YTD AVG. \$147.14

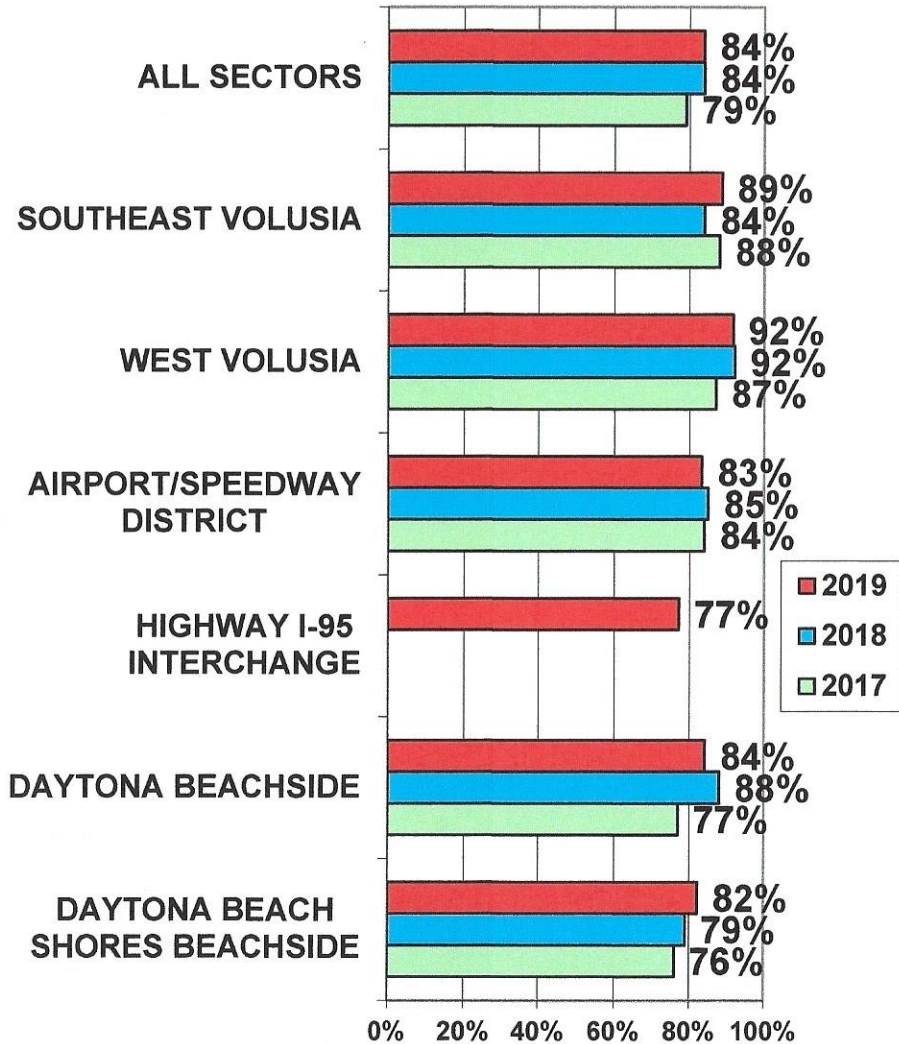
VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2017 - 2019



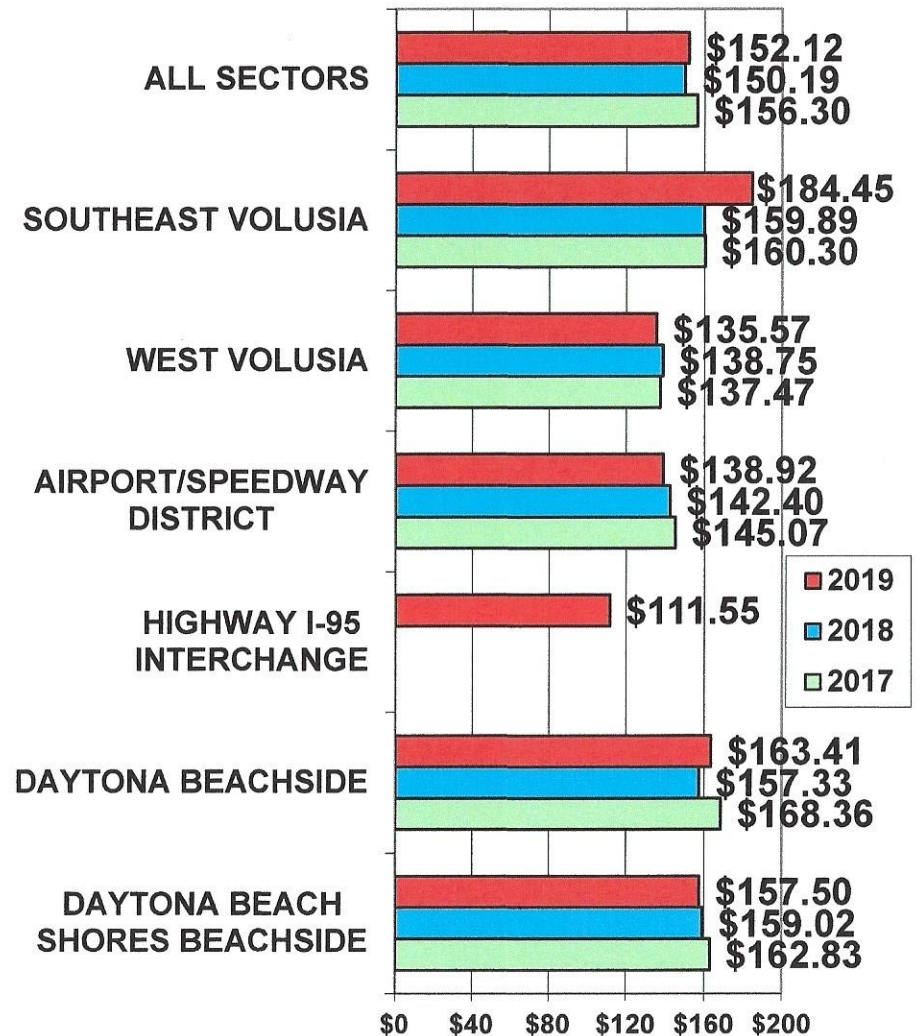
2019 YTD AVG. \$ 105.55
 2018 YTD AVG. \$ 105.87
 2017 YTD AVG. \$ 104.10



VOLUSIA OCCUPANCY BY AREA SECTORS - MARCH 2017 - 2019

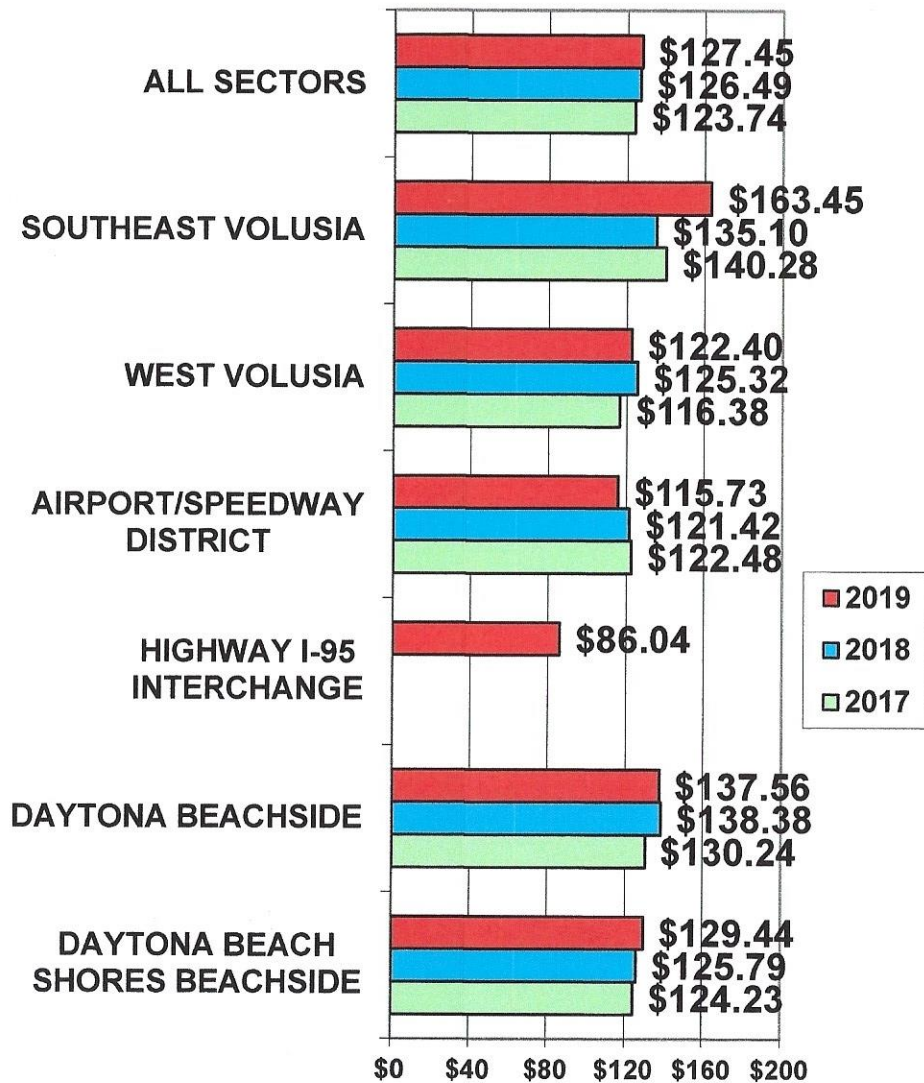


VOLUSIA AVERAGE DAILY RATE BY AREA SECTORS - MARCH 2017 - 2019

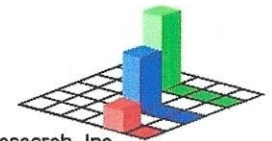


AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.

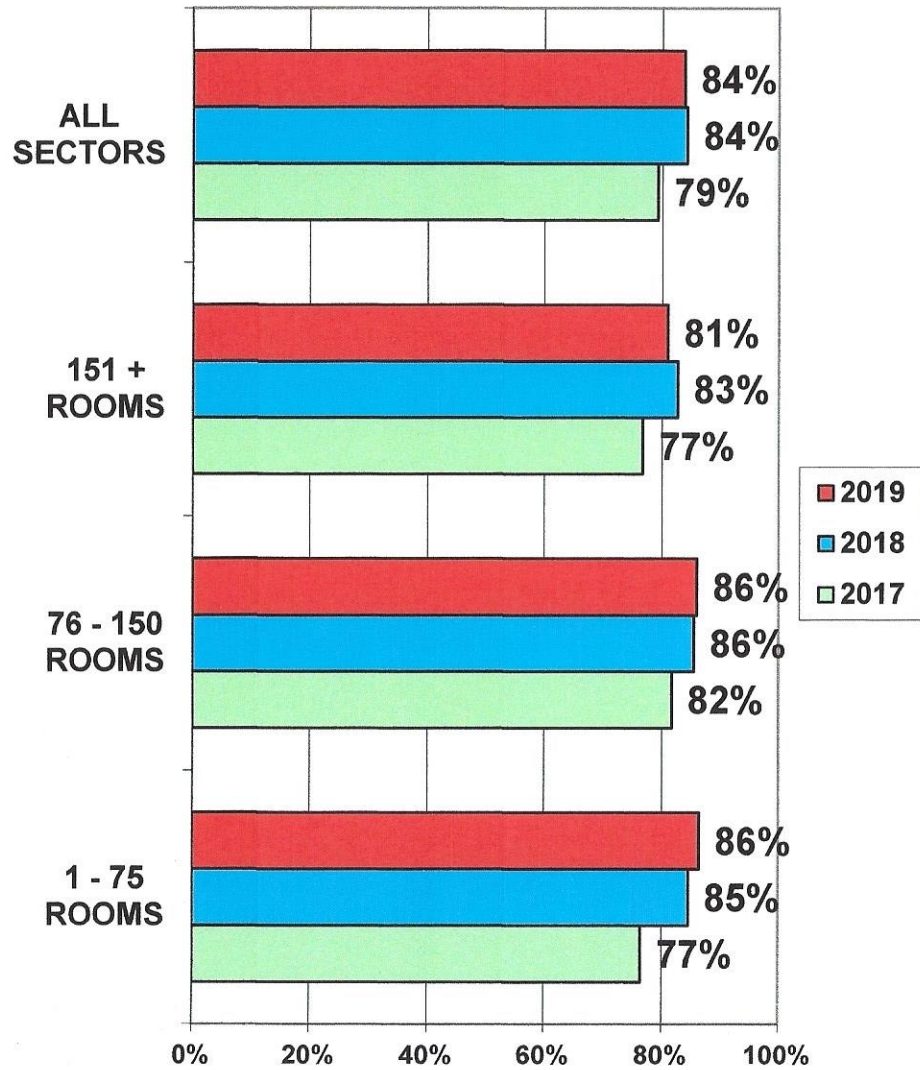
VOLUSIA REV PAR BY AREA SECTORS - MARCH 2017 - 2019



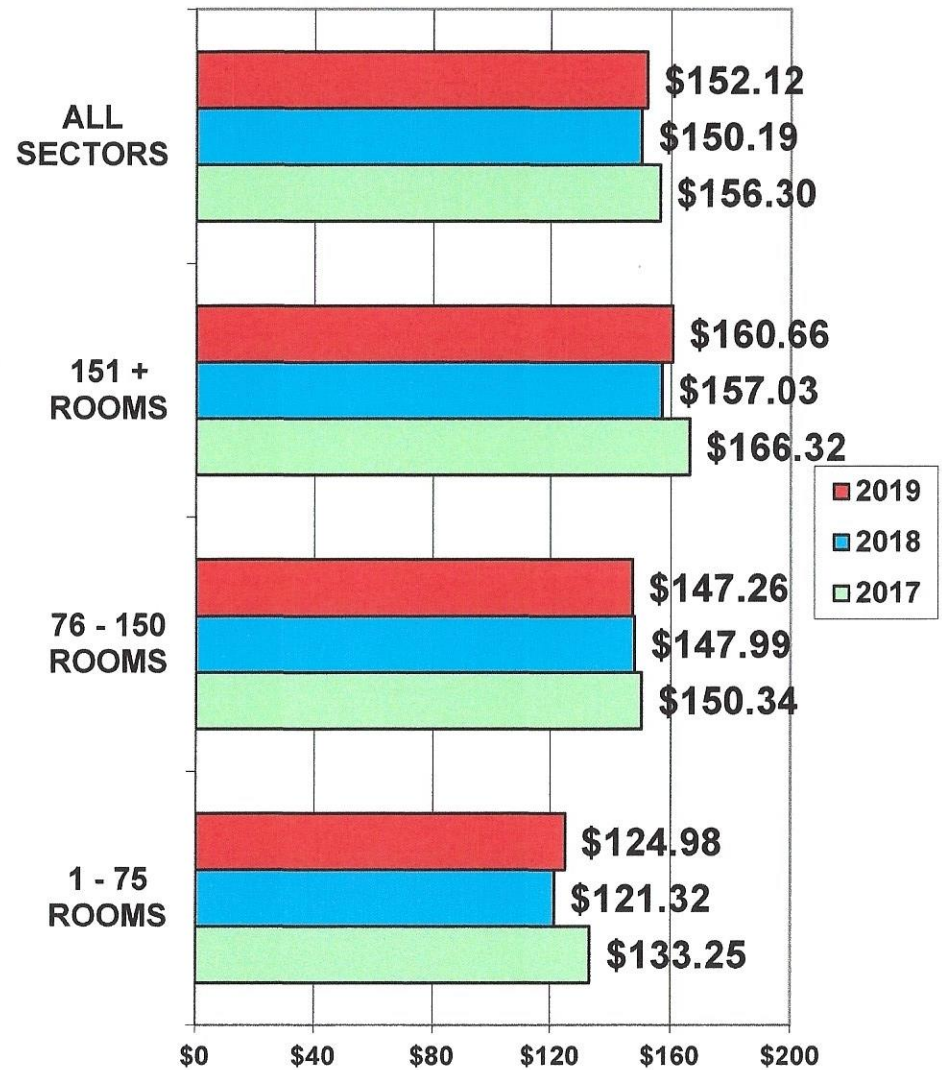
AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.



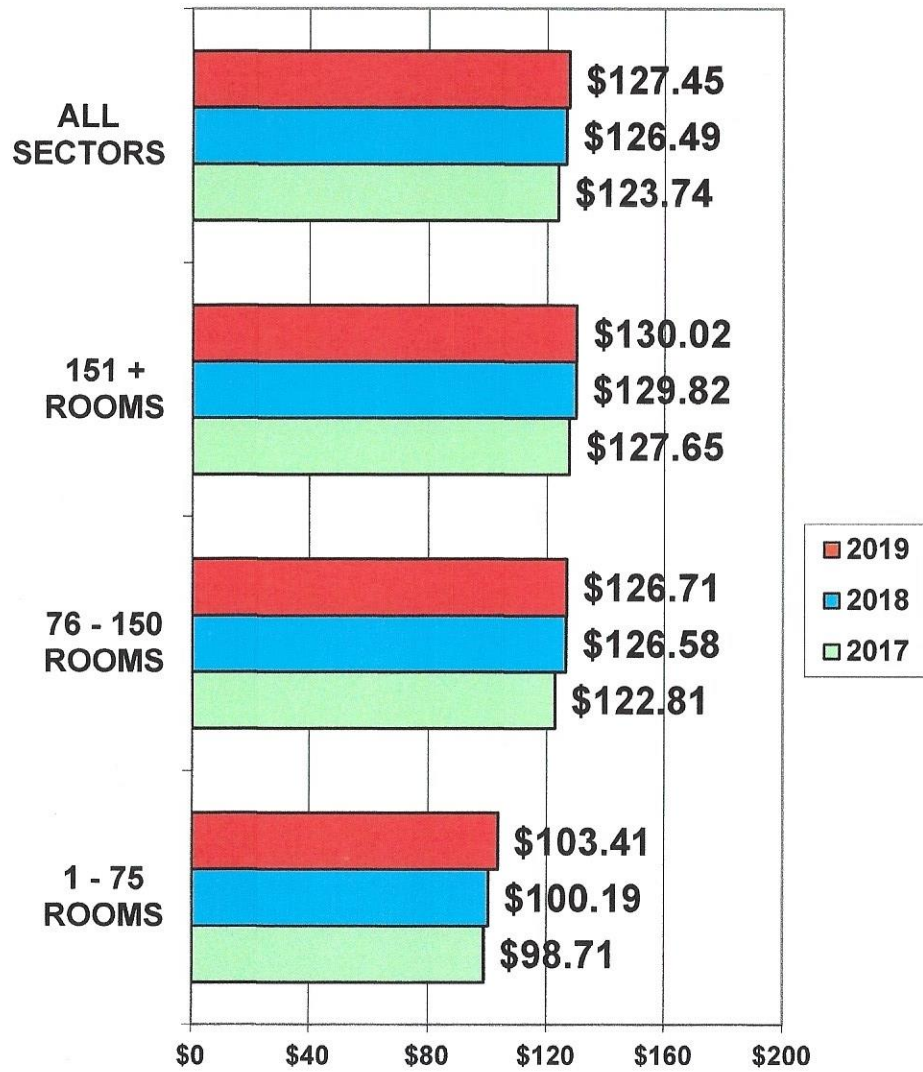
VOLUSIA OCCUPANCY BY PROPERTY SIZE - MARCH 2017 - 2019



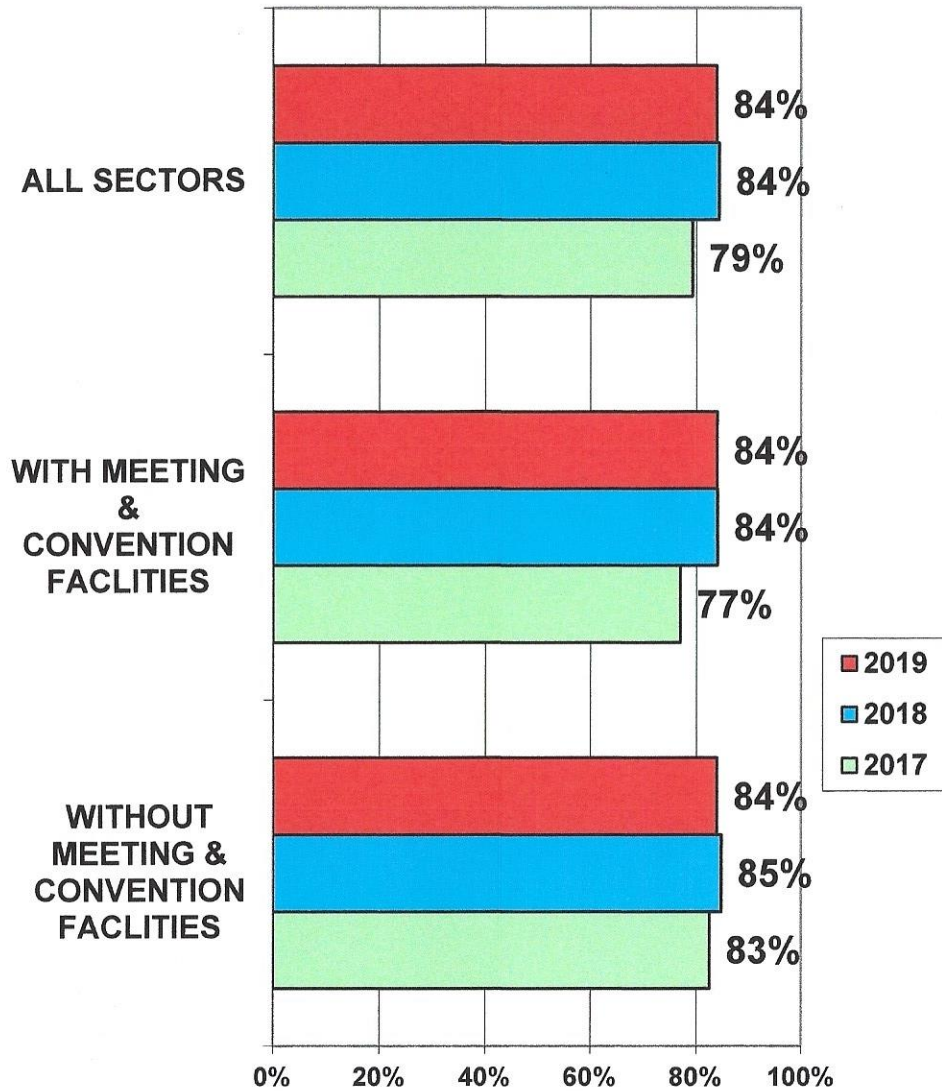
VOLUSIA AVERAGE DAILY RATE BY PROPERTY SIZE - MARCH 2017 - 2019



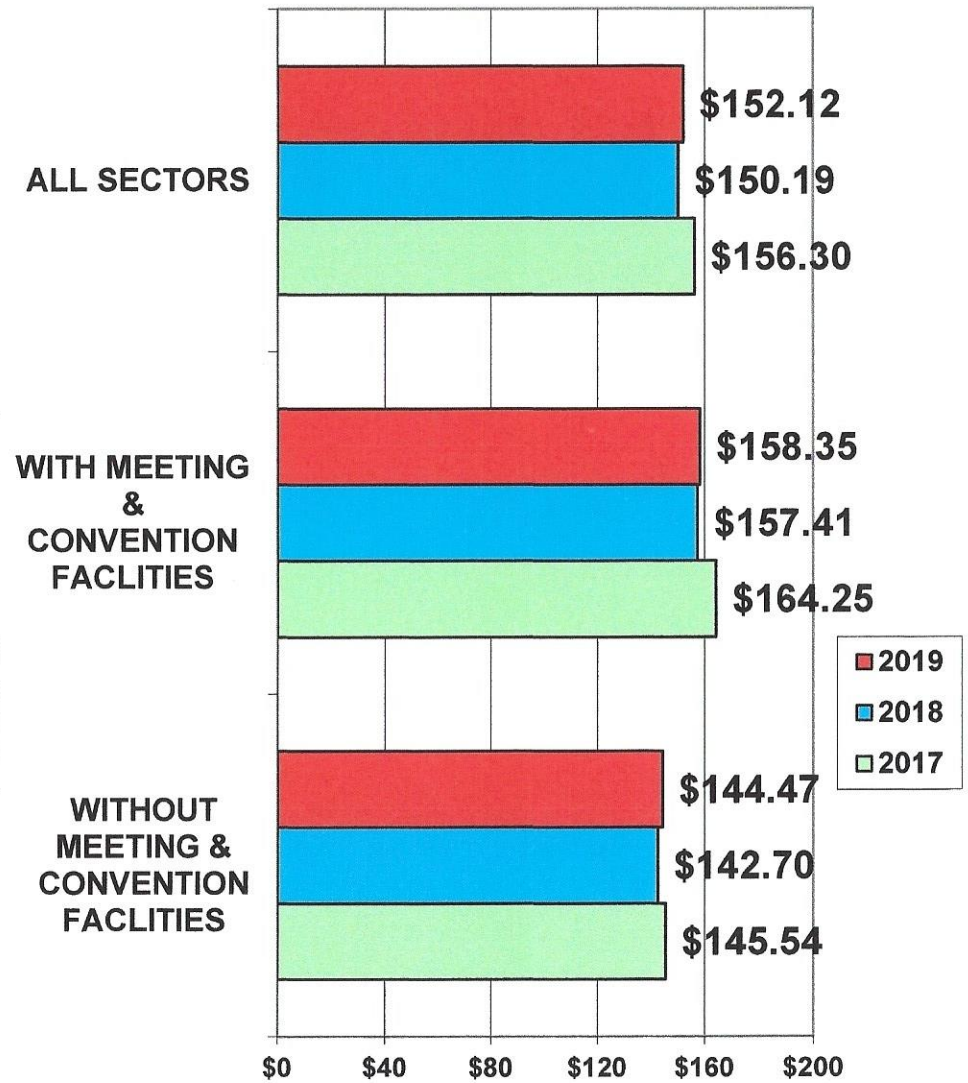
VOLUSIA REV/PAR BY PROPERTY SIZE - MARCH 2017 - 2019



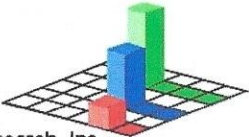
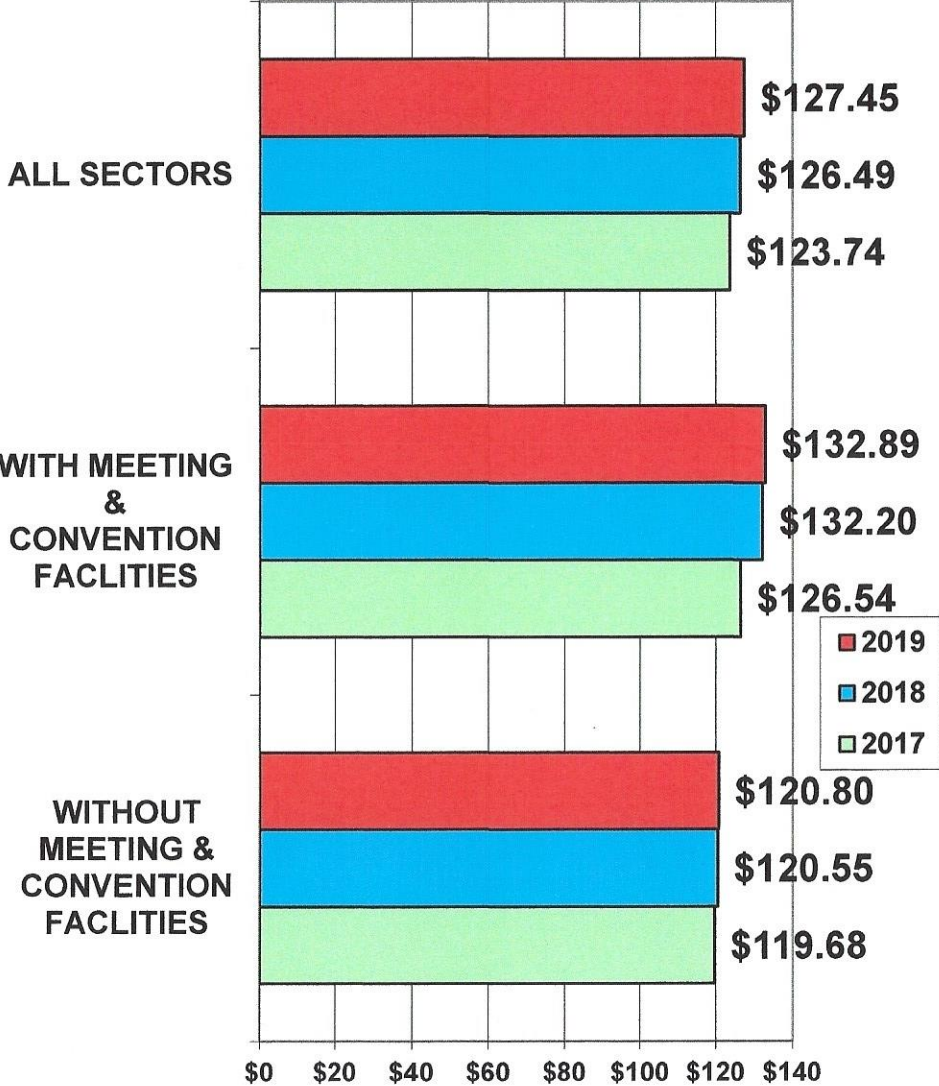
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - MARCH 2017 - 2019



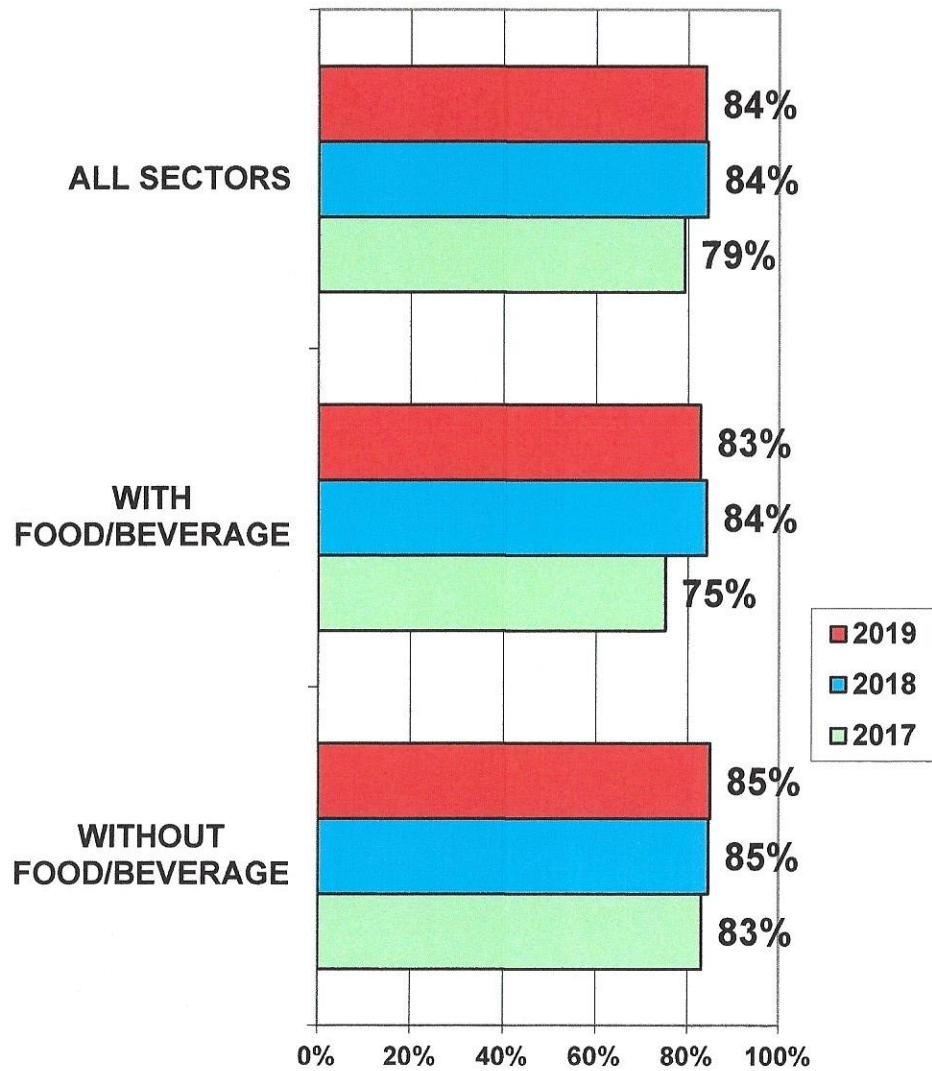
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - MARCH 2017 - 2019



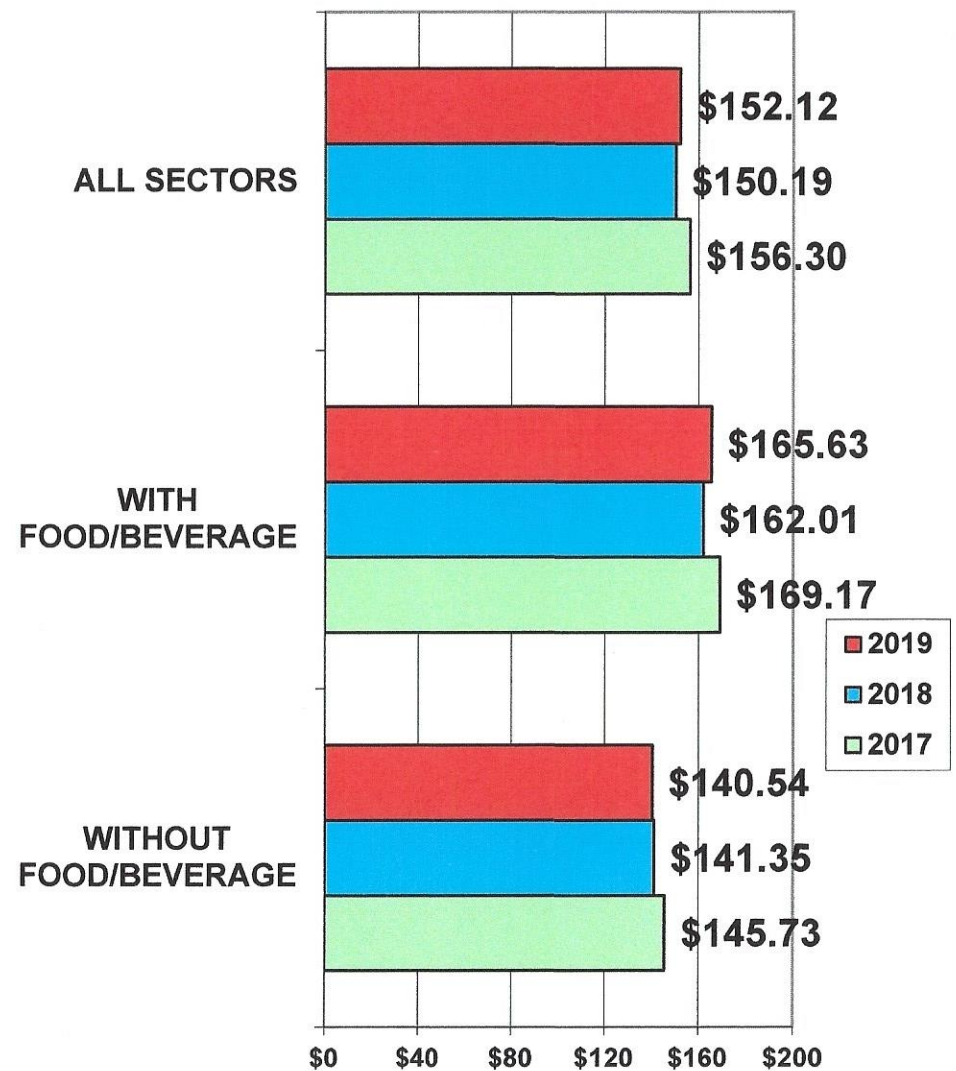
VOLUSIA REV/PAR BY MEETING & CONVENTION FACILITIES - MARCH 2017 - 2019



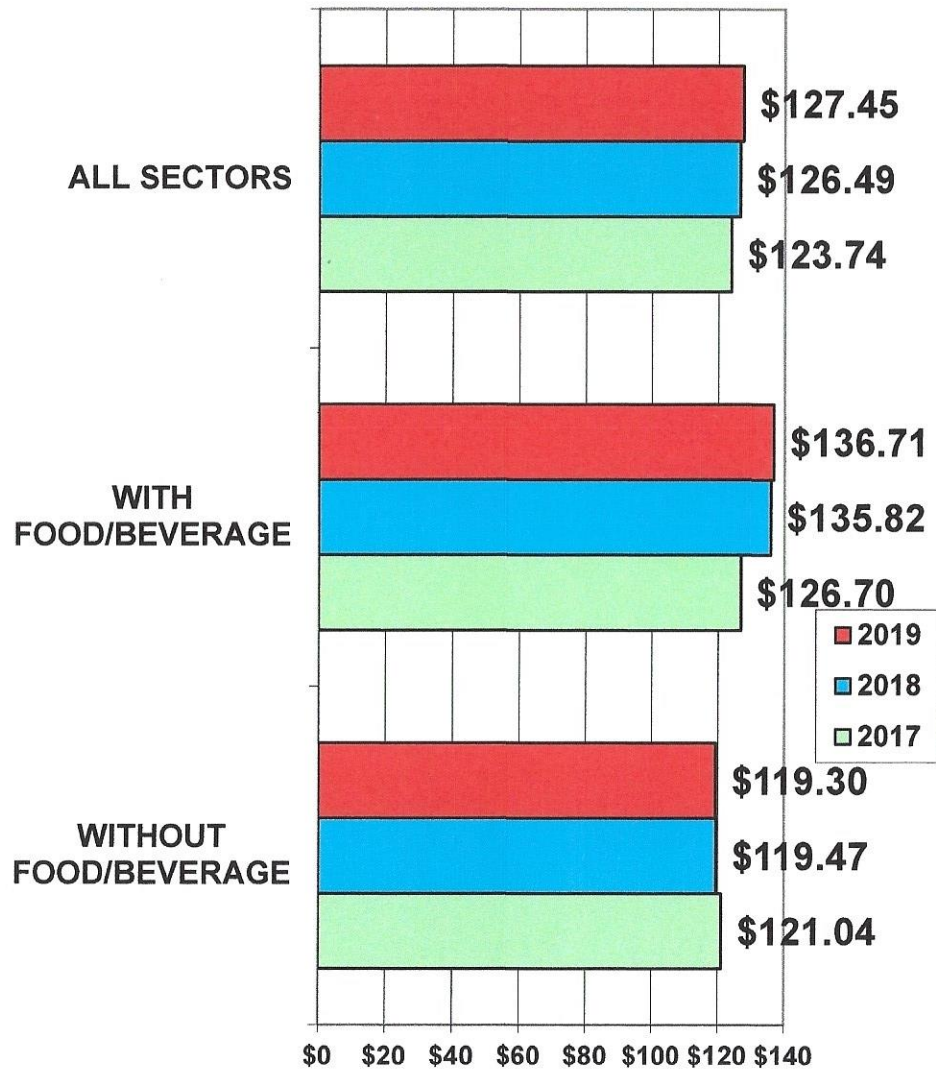
VOLUSIA OCCUPANCY BY FOOD/BEVERAGE - MARCH 2017 - 2019



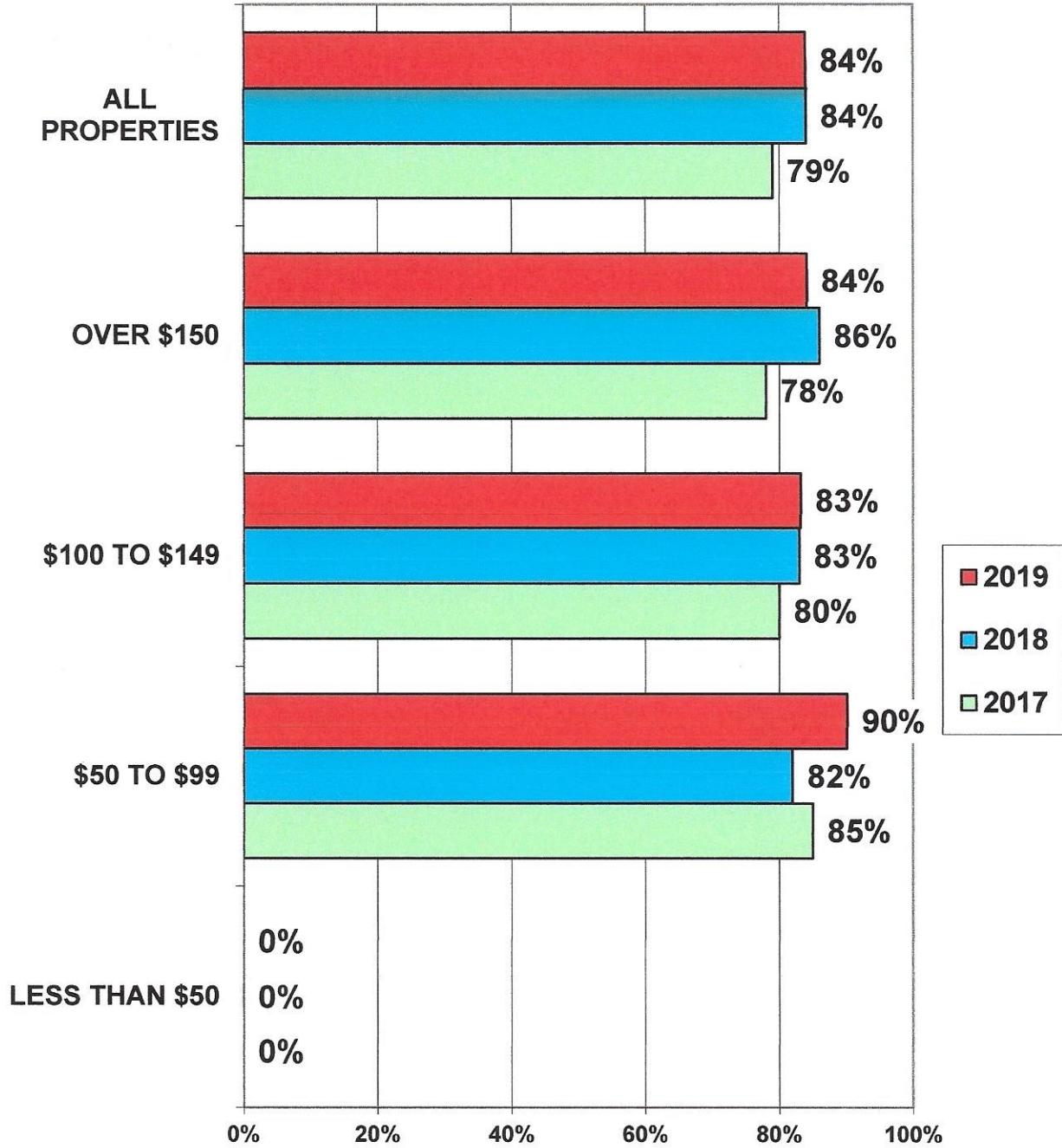
VOLUSIA AVERAGE DAILY RATE BY FOOD/BEVERAGE MARCH 2017 - 2019



**VOLUSIAREV/PAR BY
FOOD/BEVERAGE -
MARCH 2017 - 2019**

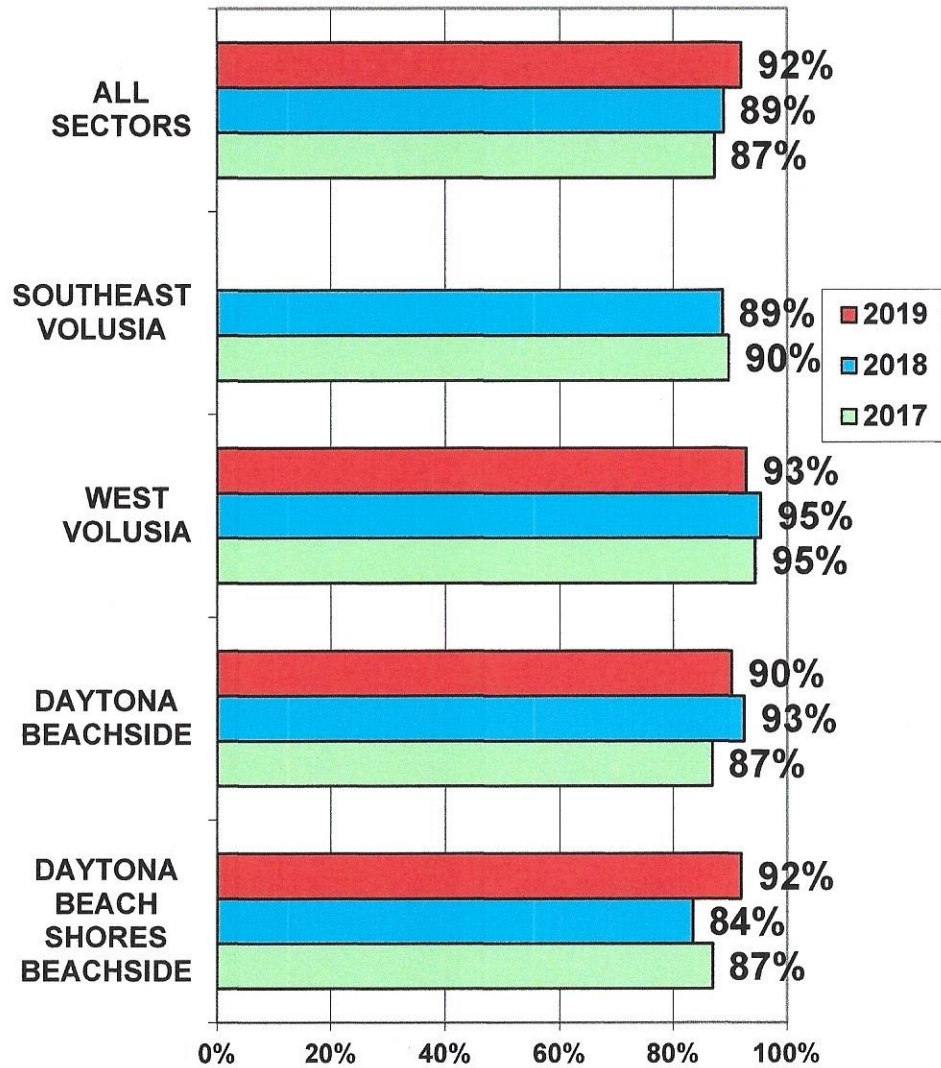


DAYTONA BEACH HOTEL/MOTEL OCCUPANCY BY PRICE RANGE MARCH 2017 - 2019

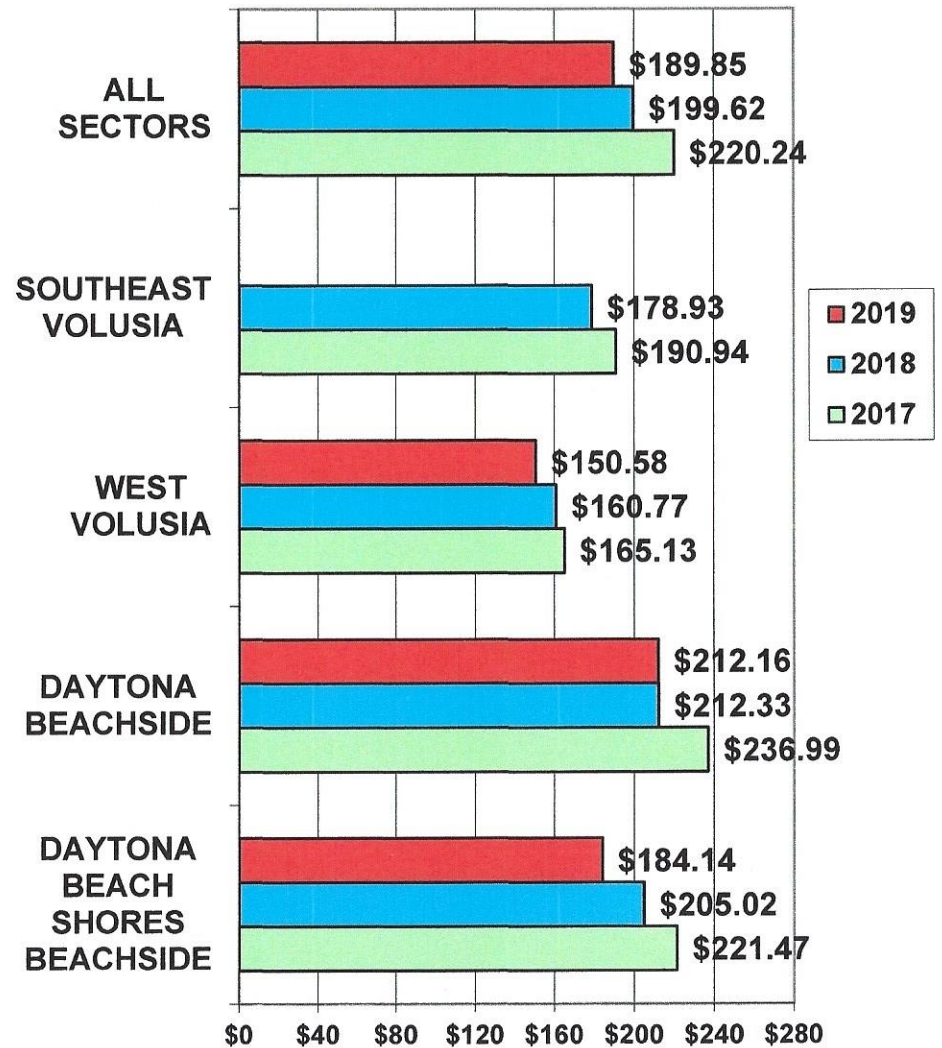


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VOLUSIA OCCUPANCY BY AREA SECTORS - BIKE WEEK 2017 - 2019

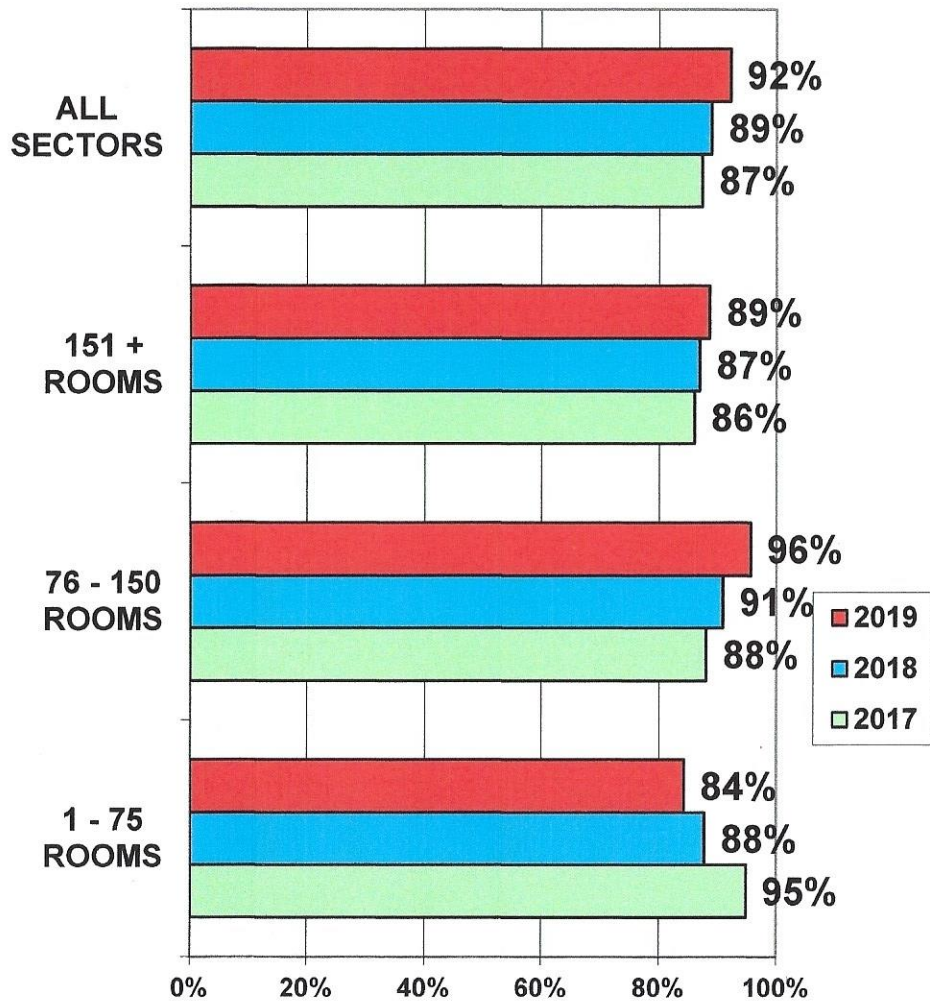


VOLUSIA AVERAGE DAILY RATE BY AREA SECTORS - BIKE WEEK 2017 - 2019

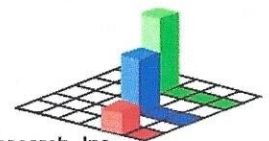
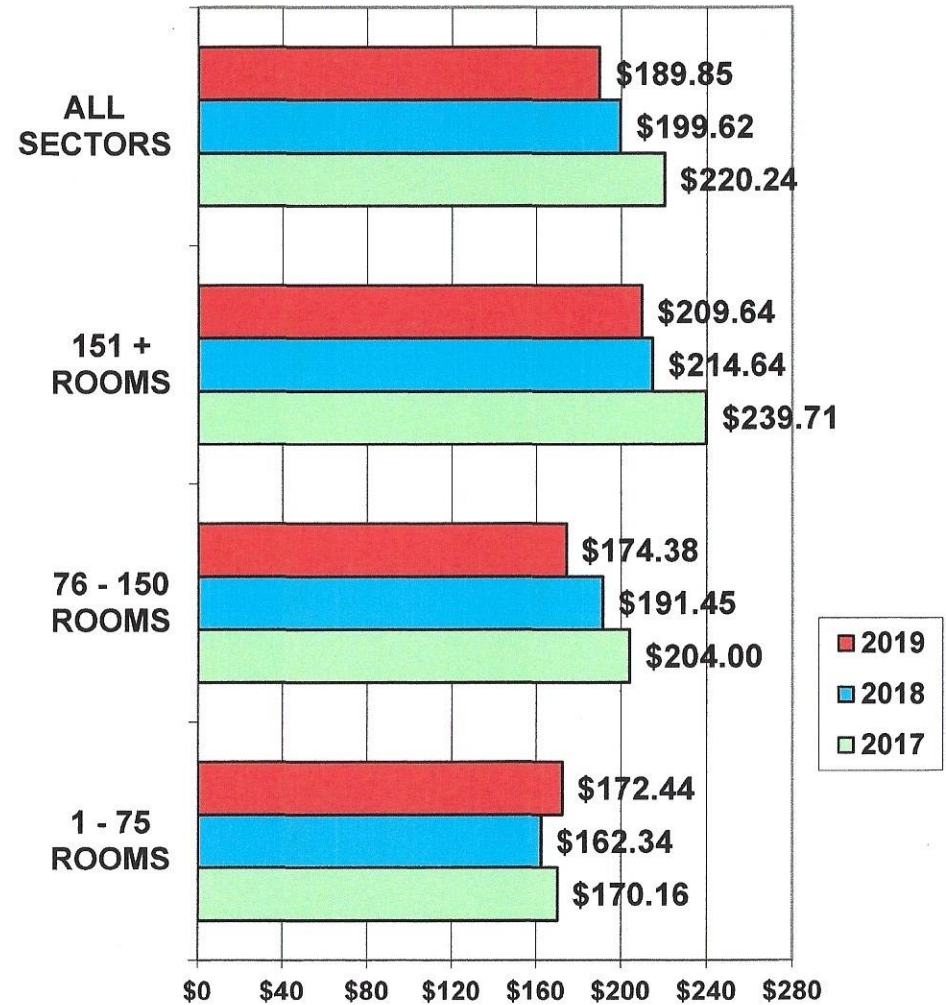


AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.

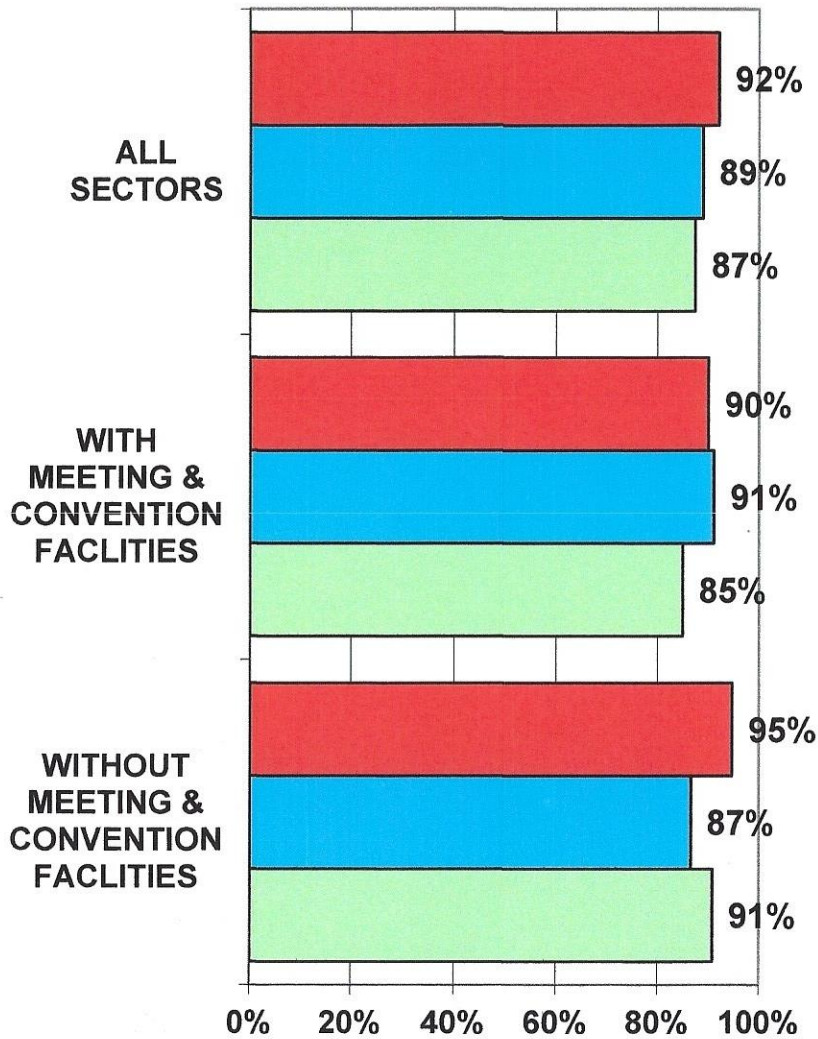
VOLUSIA OCCUPANCY BY PROPERTY SIZE - BIKE WEEK 2017 - 2019



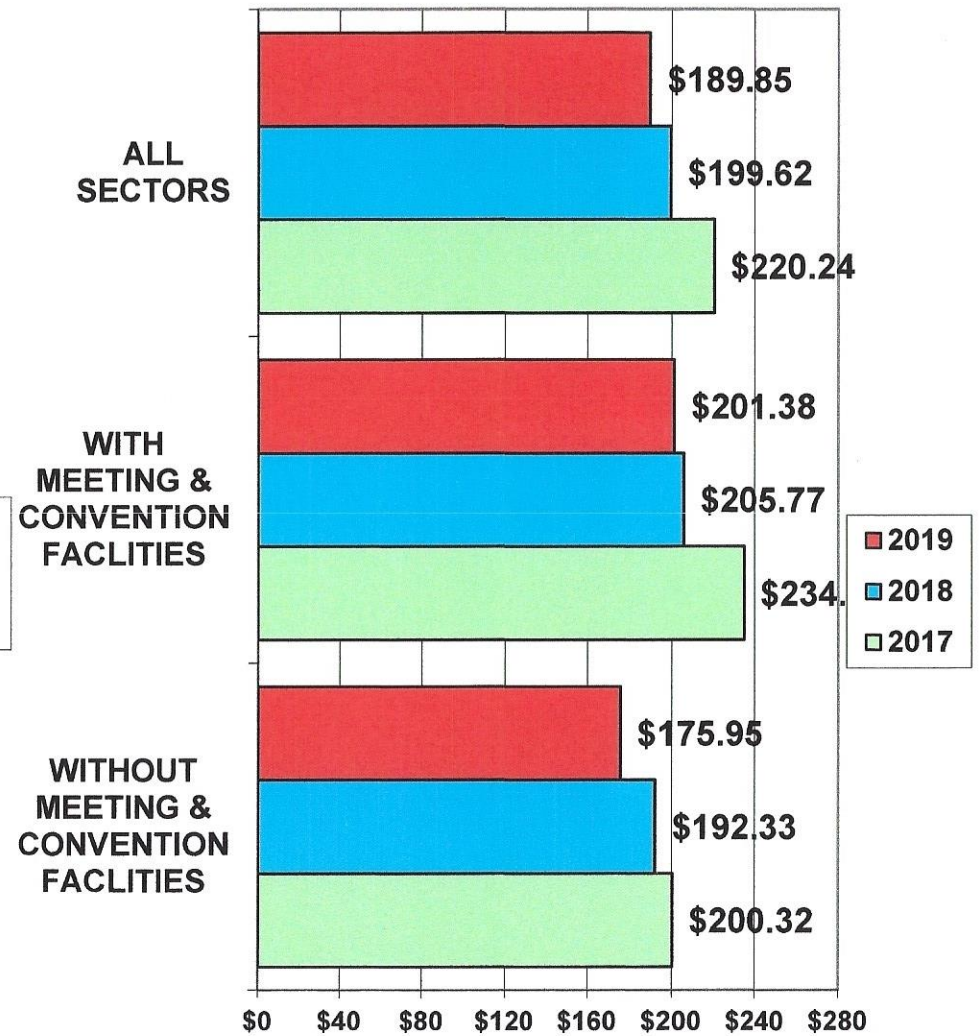
VOLUSIA AVERAGE DAILY RATE BY PROPERTY SIZE - BIKE WEEK 2017 - 2019



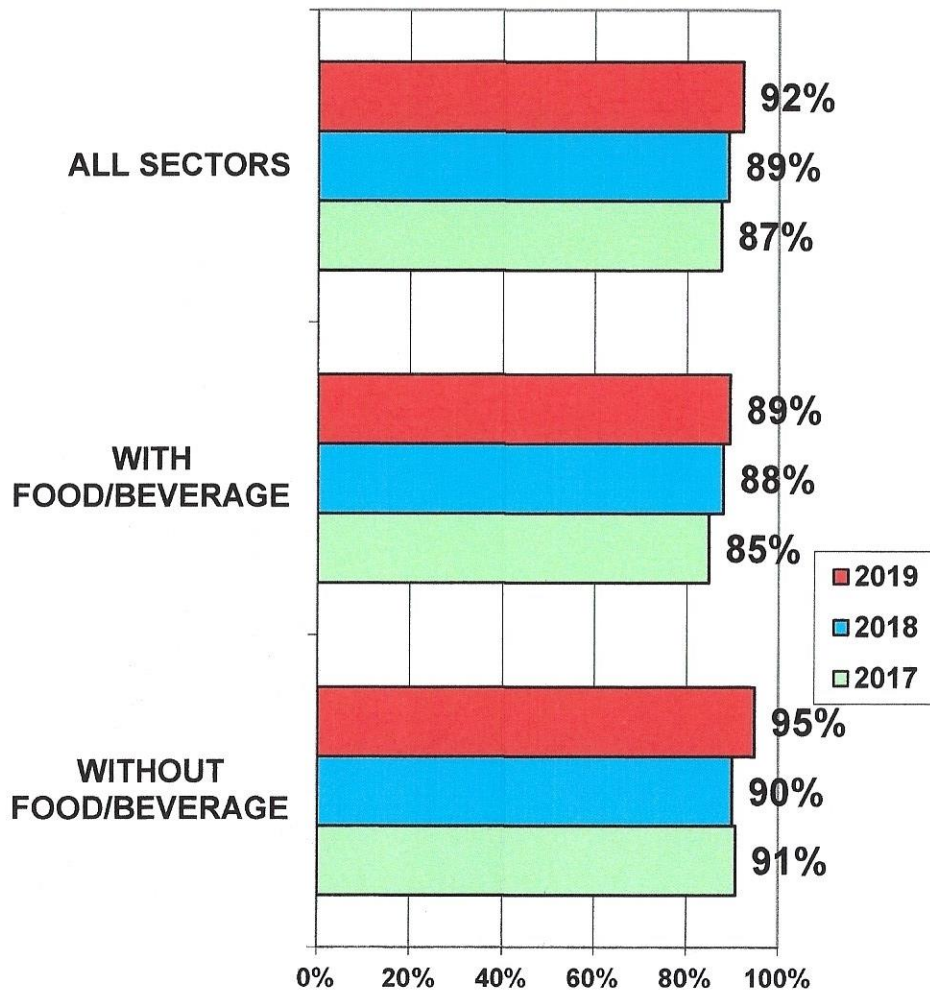
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - BIKE WEEK 2017 - 2019



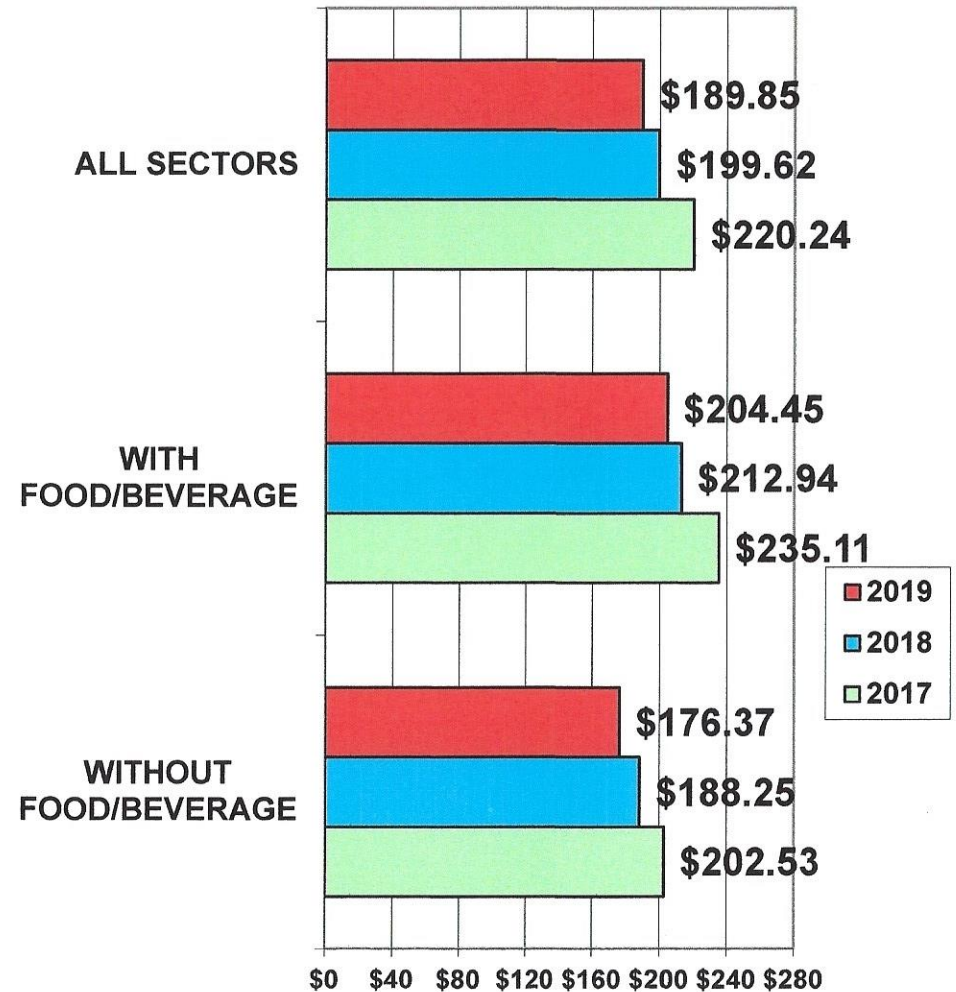
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - BIKE WEEK 2017 - 2019



VOLUSIA OCCUPANCY BY FOOD/BEVERAGE - BIKE WEEK 2017 - 2019



VOLUSIA AVERAGE DAILY RATE BY FOOD/BEVERAGE - BIKE WEEK 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									
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 AND SUITES OCEANFRONT	100	X	X	X									
HYATT PLACE	143	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 SEABREEZE	96	X	X										
DAYTONA BEACH REGENCY	98	X	X	X									
DAYTONA BEACH RESORT	303	X	X	X									
HARD ROCK HOTEL	200	X	X	X									
HILTON DAYTONA BEACH RESORT	742	X	X	X									
HILTON GARDEN INN DAYTONA BEACH OCEANFRONT	144	X	X	X									
HOLIDAY INN & SUITES DAYTONA BEACH 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										
WYNDHAM OCEAN WALK	127	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									
CORAL SANDS OCEAN FRONT	102	X	X	X									
COVE ON ORMOND BEACH	112	X	X	X									
HIGHWAY I-95 INTERSECTIONS													
BEST WESTERN SPEEDWAY	151	X	X	X									
*COUNTRY INN & SUITES PORT ORANGE	87	X	X	X									
CLARION INN DESTINATION DAYTONA	79		X	X									
LA QUINTA INN	143		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	14	X	X	X									
COMFORT INN DELAND	68	X	X	X									
COURTYARD DELAND	104			X									
DAYS INN ORANGE CITY	37		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										
*COUNTRY INN & SUITES PORT ORANGE	87	X	X	X									
HAMPTON INN	122	X	X	X									
INN ON THE AVENUE	6		X	X									
OCEAN TRILLIUM SUITES	32	X	X	X									
SPRINGHILL SUITES	114			X									

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

