

Memo

To: HAAA
From: Evelyn Fine
Date: May 9, 2020
Subject: March 2020 Occupancy & Average Daily Rate Report

Overall Daytona Beach Area Occupancy decreased about 38%, to 52% in March 2020 from 83% in March 2019.

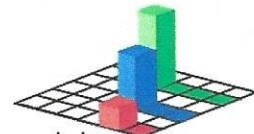
The Daytona Beach Area Average Daily Rate decreased about 2%, to \$152.62 in March 2020 from \$150.10 in March 2019.

The Daytona Beach Area Revenue per Available Room decreased about 36%, to \$ 79.50 in March 2020 from \$124.42 in March 2019.

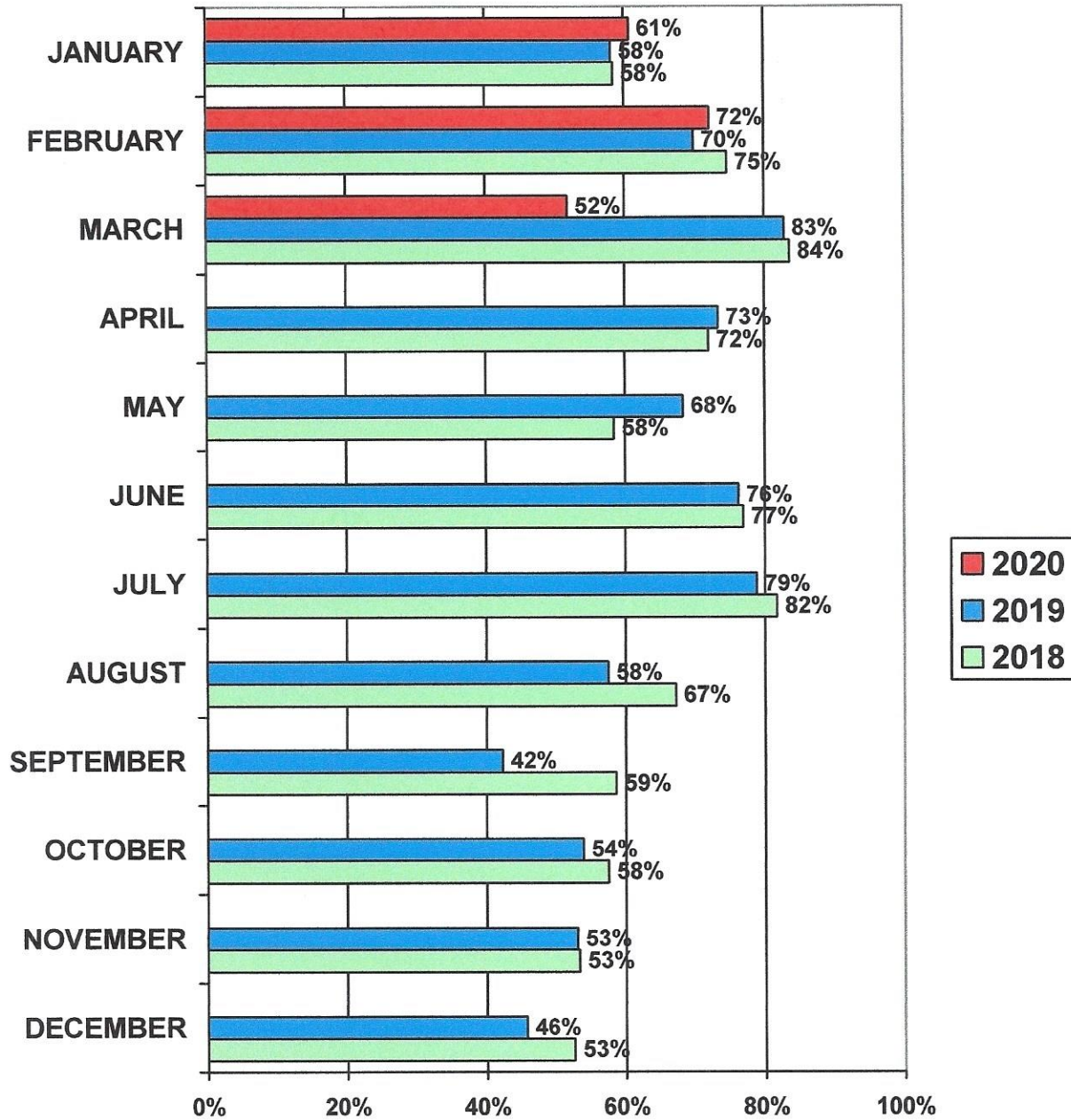
The 79th Annual Bike Week in Daytona Beach was held March 6 – 15th, 2020. Many events, races, and rally's were held county wide. Daytona Beach cancelled their events two days early due to Coronavirus (COVID-19).

COVID-19 affected existing reservations, caused cancellations, and shut down many properties for the second half of March 2020.

EF/LK



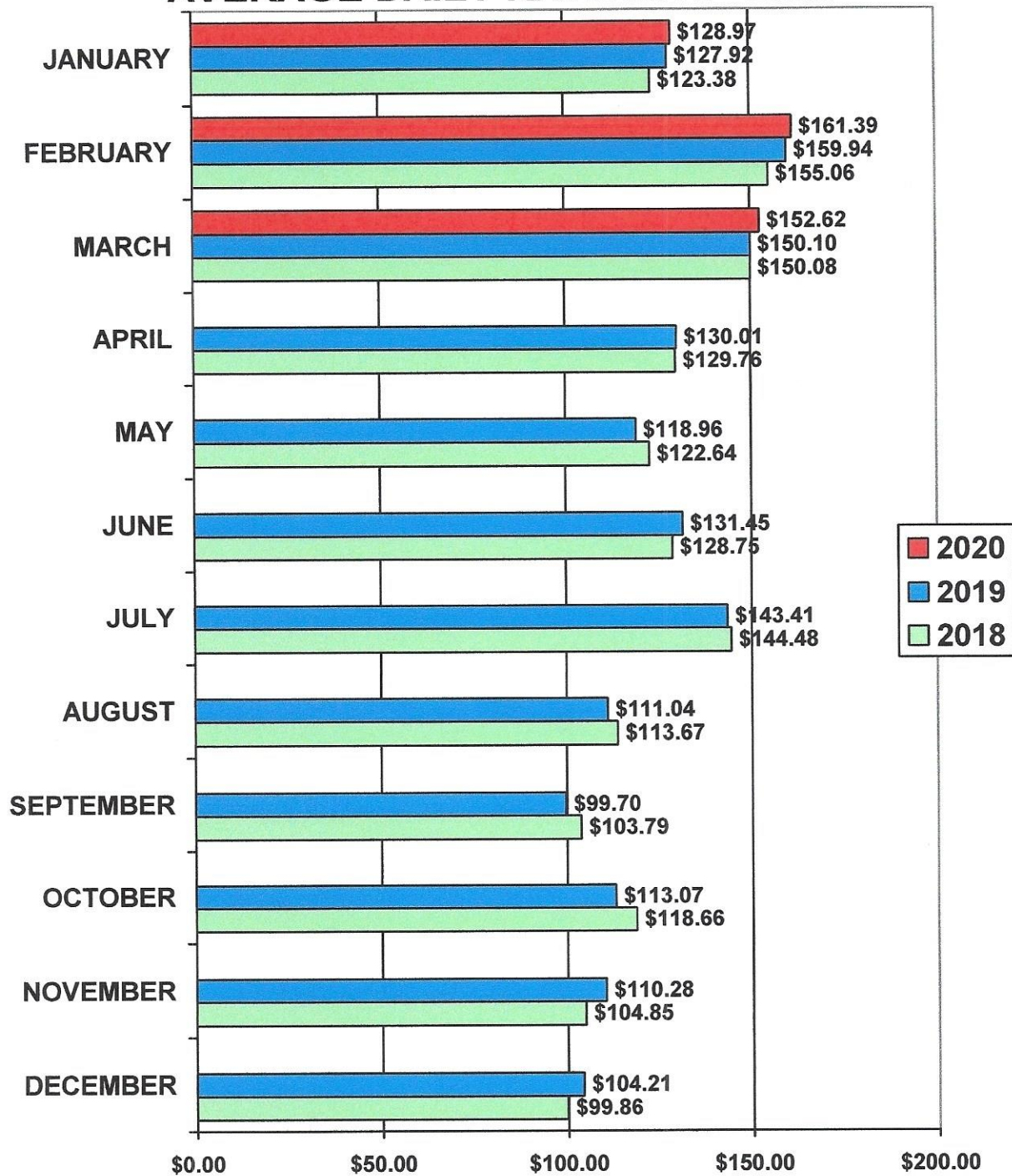
HALIFAX AREA HOTEL/MOTEL OCCUPANCY 2018 - 2020



2020 YTD AVG. 61%
2019 YTD AVG. 71%
2018 YTD AVG. 72%

MARCH 2020 HIGH 79%
MARCH 2020 LOW 34%

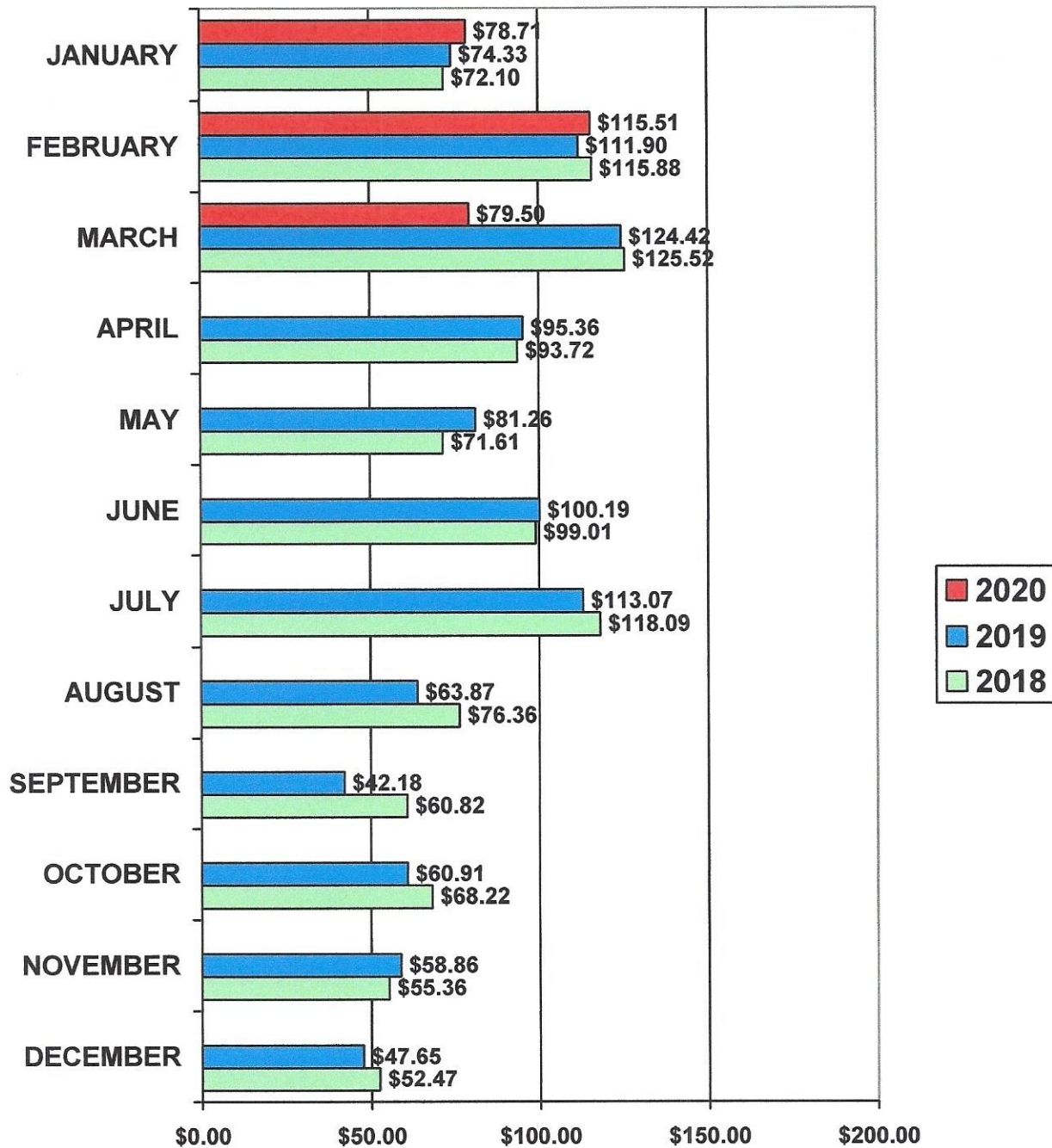
HALIFAX AREA HOTEL/MOTEL AVERAGE DAILY RATE 2018 - 2020



2020 YTD AVG. \$147.60 MARCH 2020 HIGH \$ 258.33
 2019 YTD AVG. \$147.71 MARCH 2020 LOW \$ 96.89
 2018 YTD AVG. \$144.35



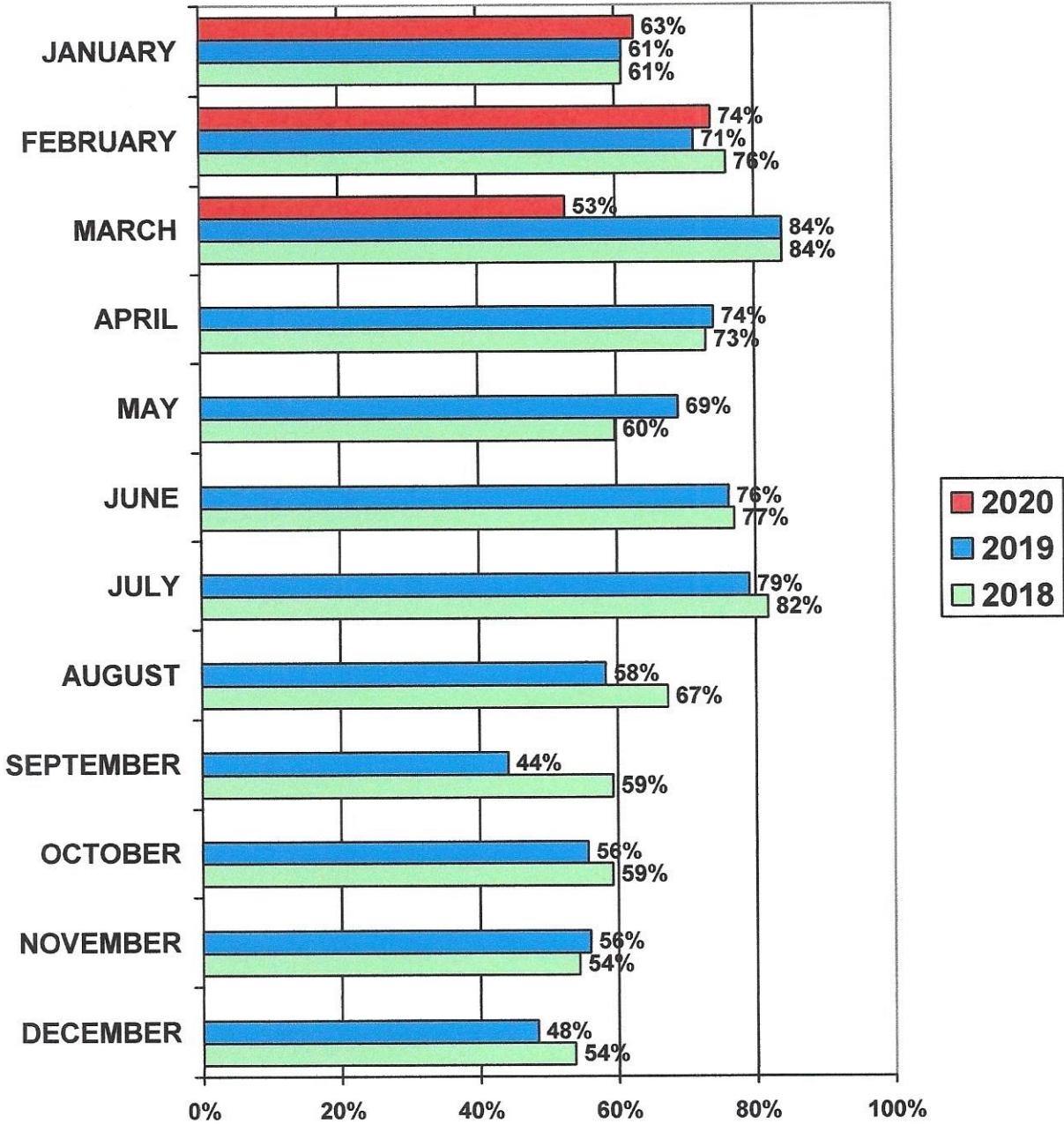
HALIFAX AREA HOTEL/MOTEL REV PAR BY MONTH 2018 - 2020



2020 YTD AVG. \$ 90.24
 2019 YTD AVG. \$ 104.83
 2018 YTD AVG. \$ 104.27

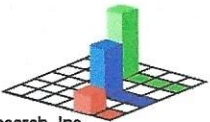


VOLUSIA HOTEL/MOTEL OCCUPANCY 2018 - 2020

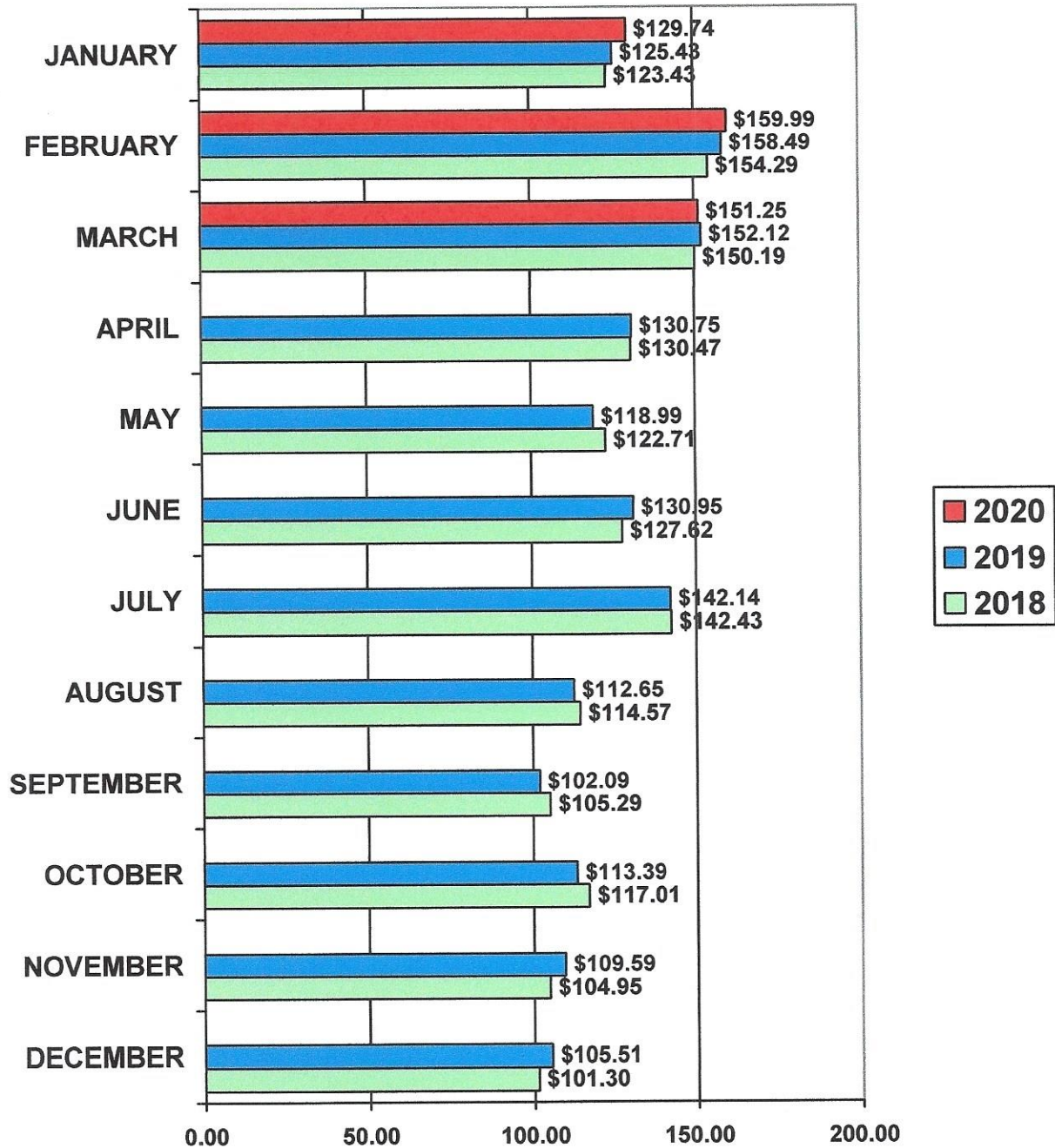


2020 YTD AVG. 63%
 2019 YTD AVG. 72%
 2018 YTD AVG. 74%

MARCH HIGH 79%
 MARCH LOW 34%



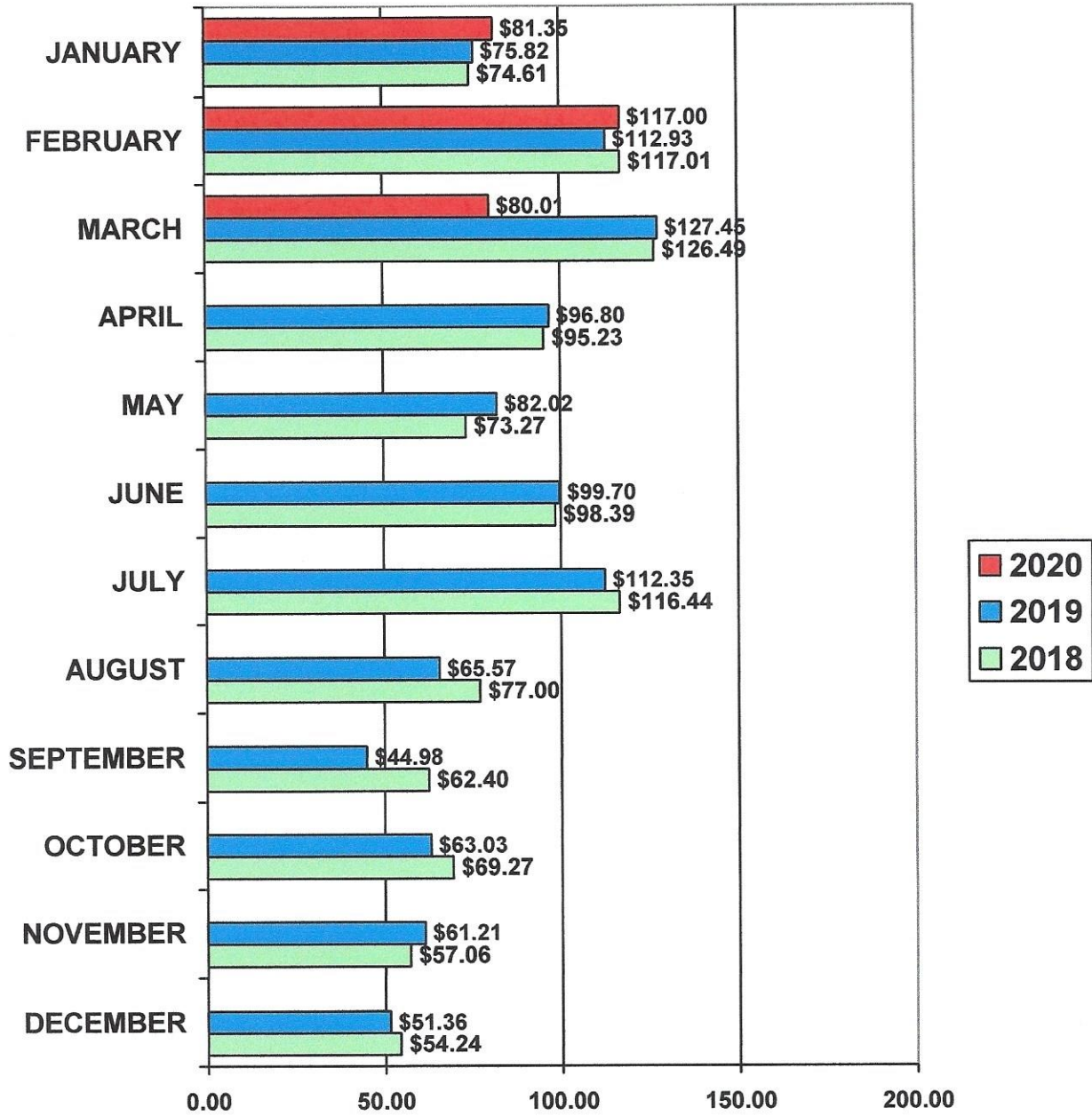
VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2018 - 2020



2020 YTD AVG. \$146.36 MARCH 2020 HIGH \$ 258.33
 2019 YTD AVG. \$146.54 MARCH 2020 LOW \$ 86.61
 2018 YTD AVG. \$144.04

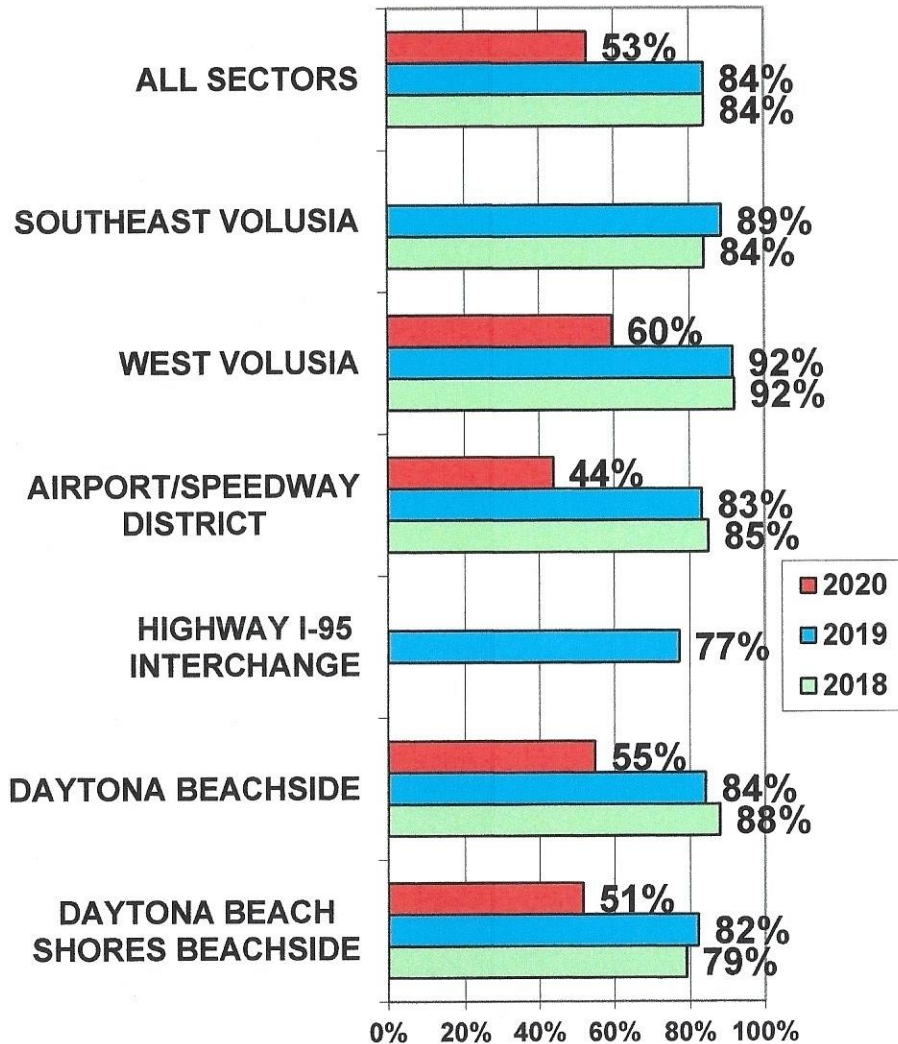


VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2018 - 2020

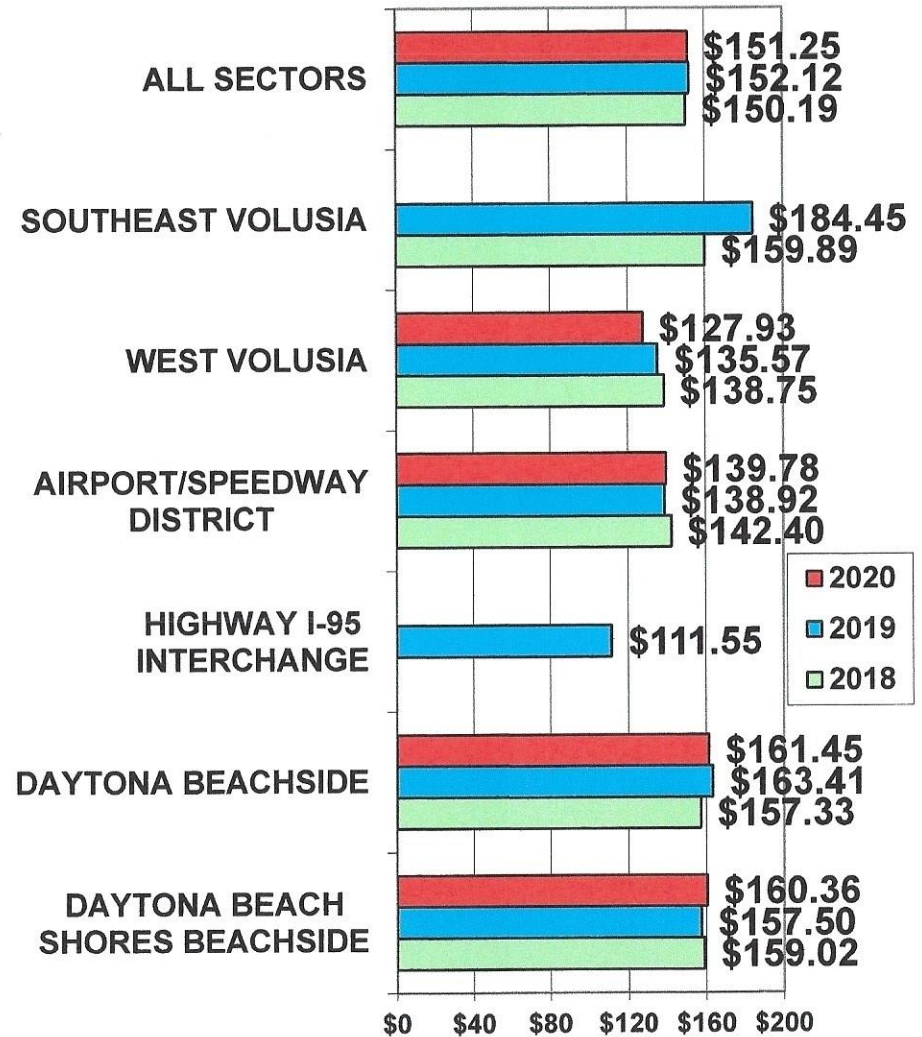


2020 YTD AVG. \$ 91.52
 2019 YTD AVG. \$ 105.55
 2018 YTD AVG. \$ 105.87

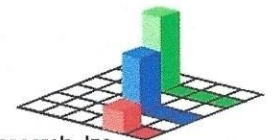
VOLUSIA OCCUPANCY BY AREA SECTORS - MARCH 2018 - 2020



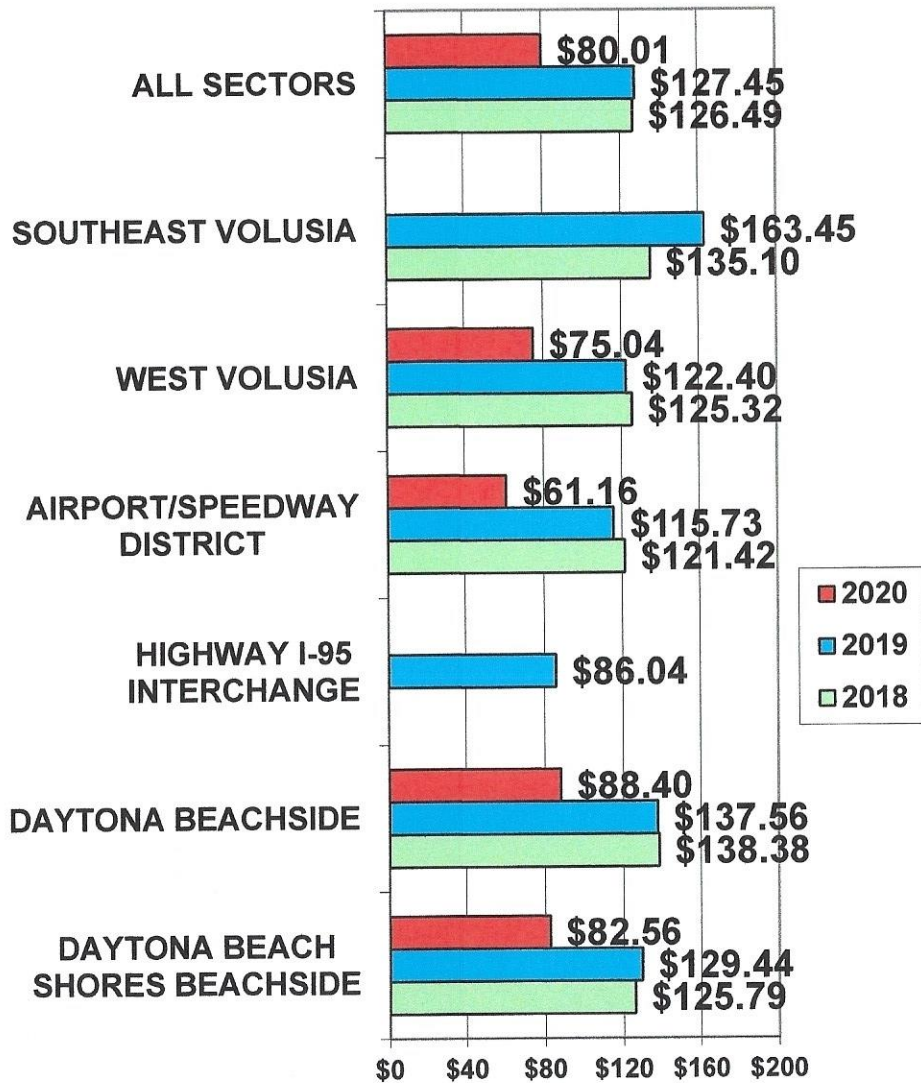
VOLUSIA AVERAGE DAILY RATE BY AREA SECTORS - MARCH 2018 - 2020



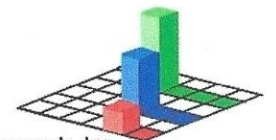
AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.



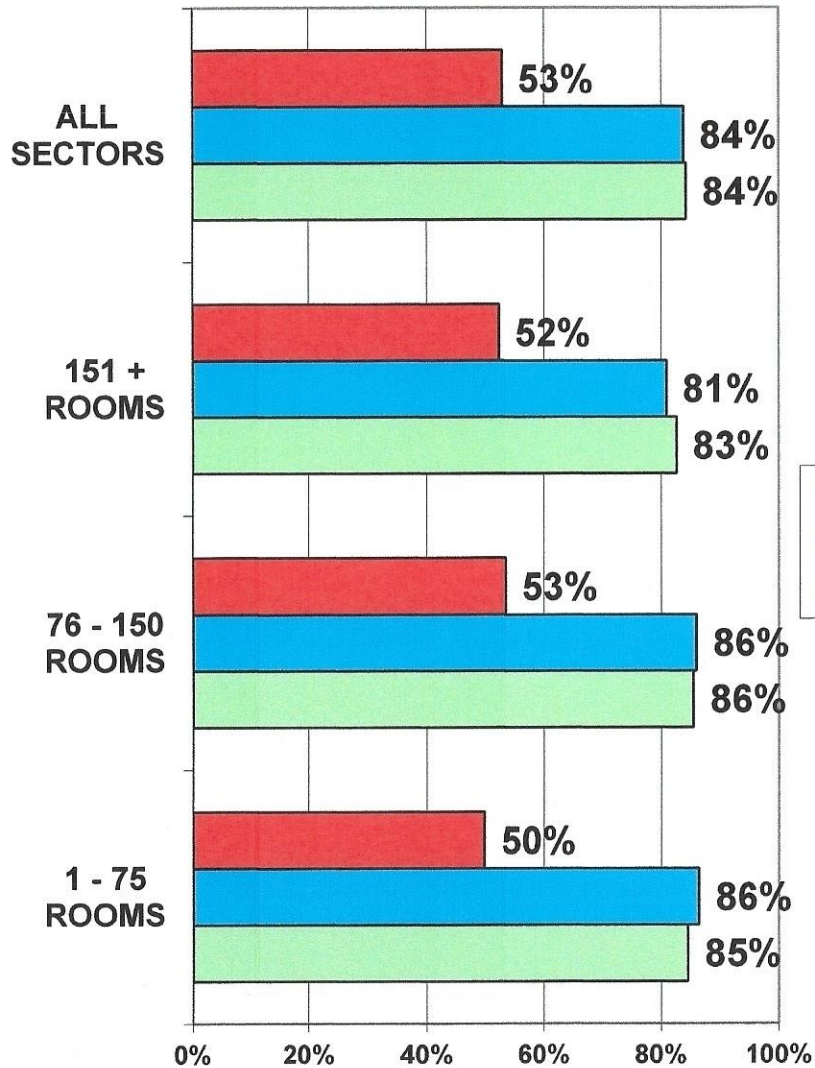
VOLUSIA REV PAR BY AREA SECTORS - MARCH 2018 - 2020



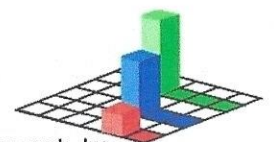
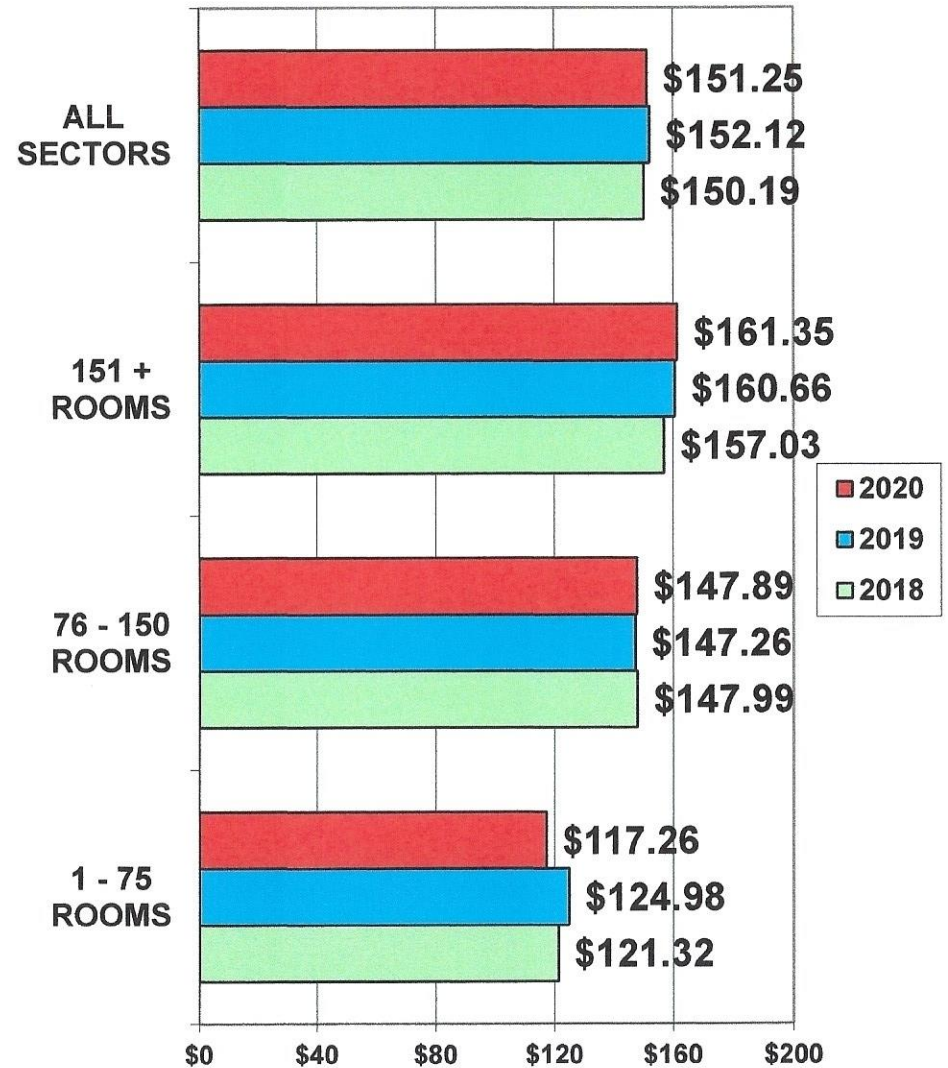
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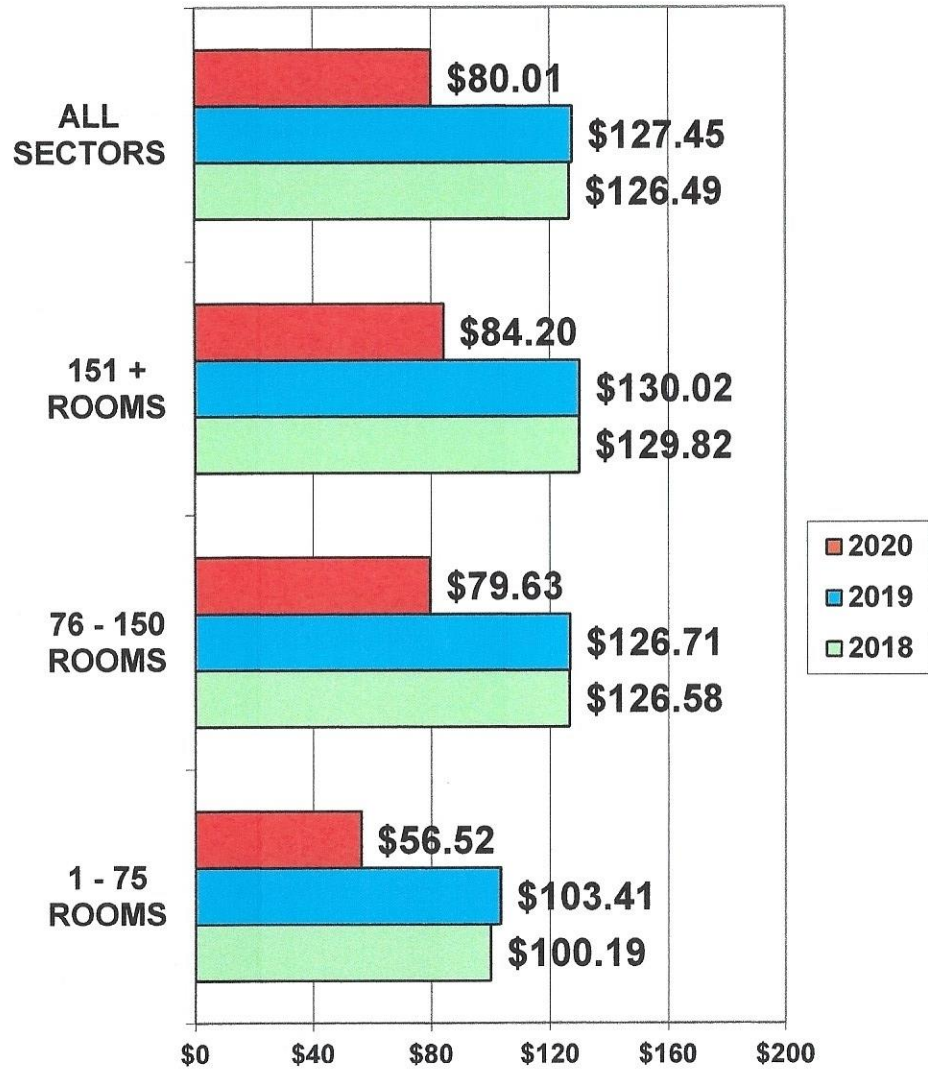
**VOLUSIA OCCUPANCY BY
PROPERTY SIZE -
MARCH 2018 - 2020**



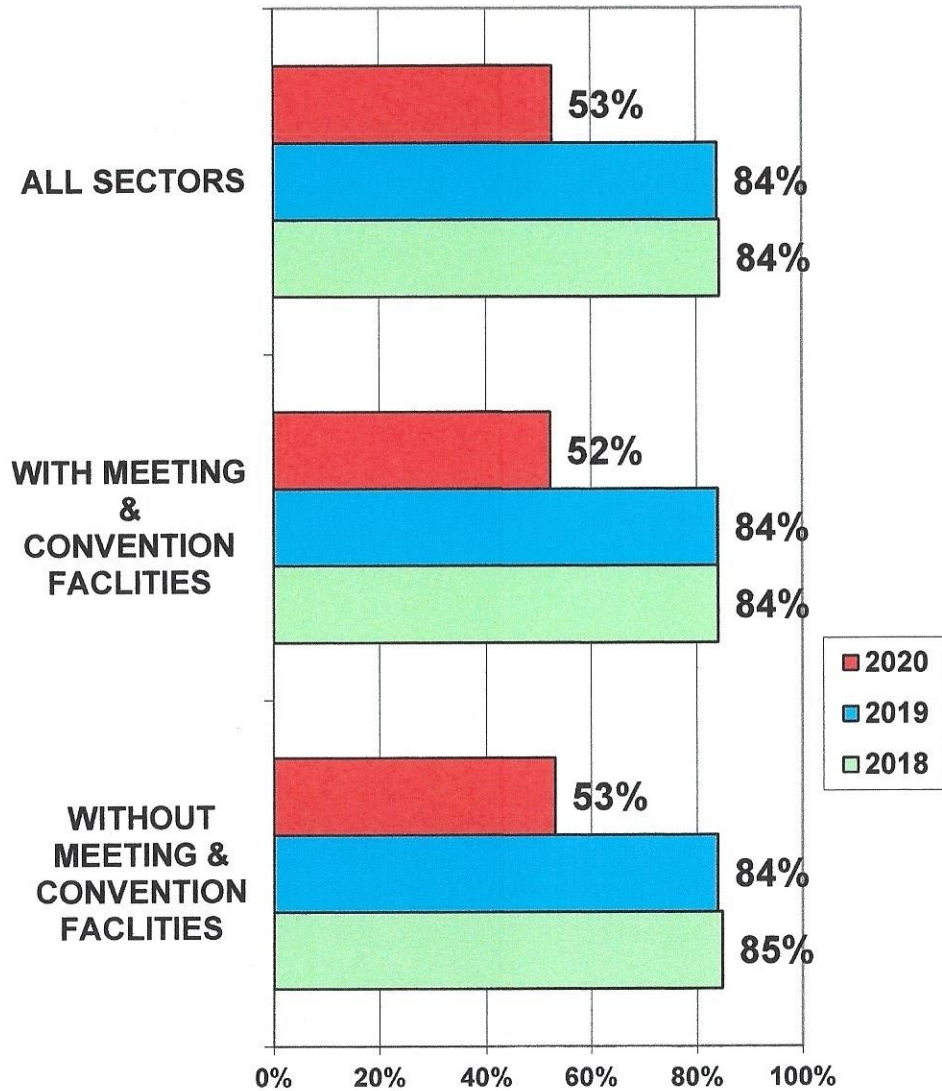
**VOLUSIA AVERAGE DAILY RATE BY
PROPERTY SIZE -
MARCH 2018 - 2020**



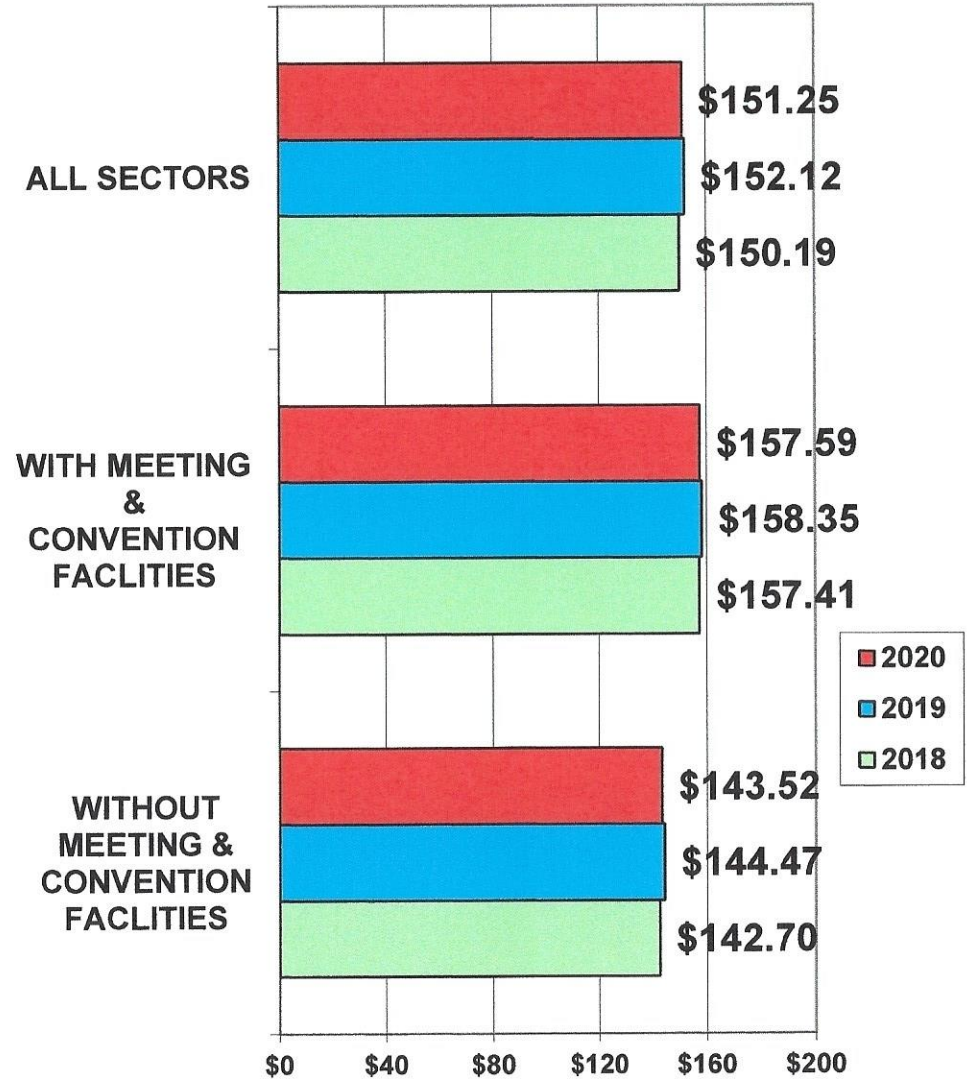
VOLUSIA REV/PAR BY PROPERTY SIZE - MARCH 2018 - 2020



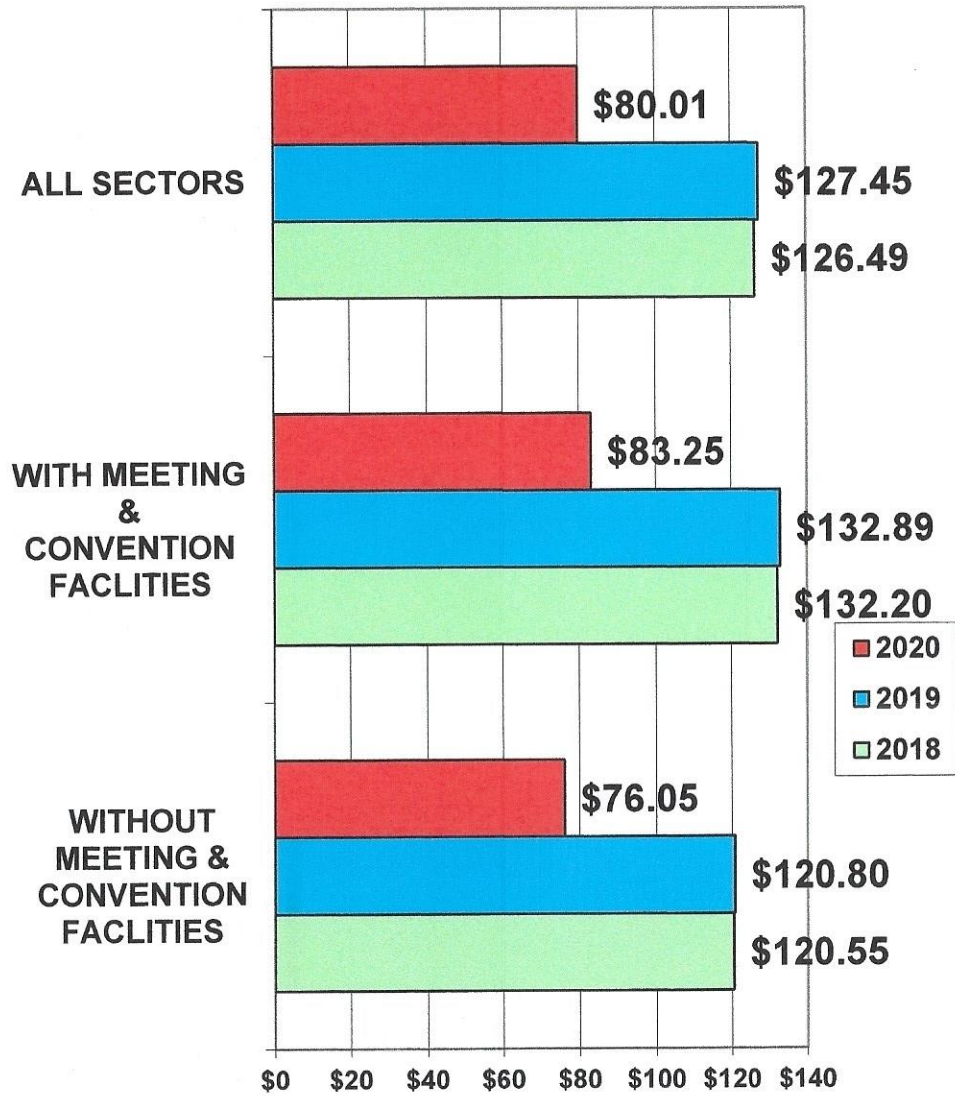
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - MARCH 2018 - 2020



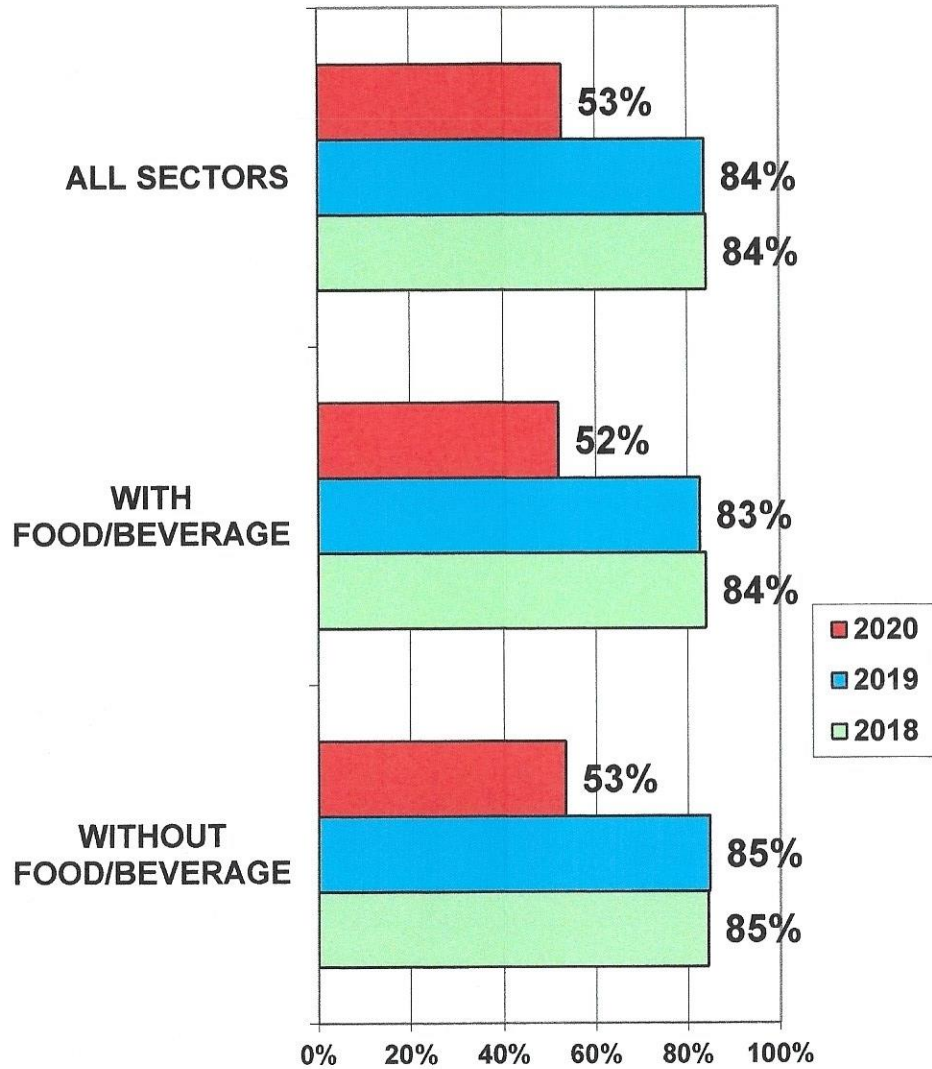
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - MARCH 2018 - 2020



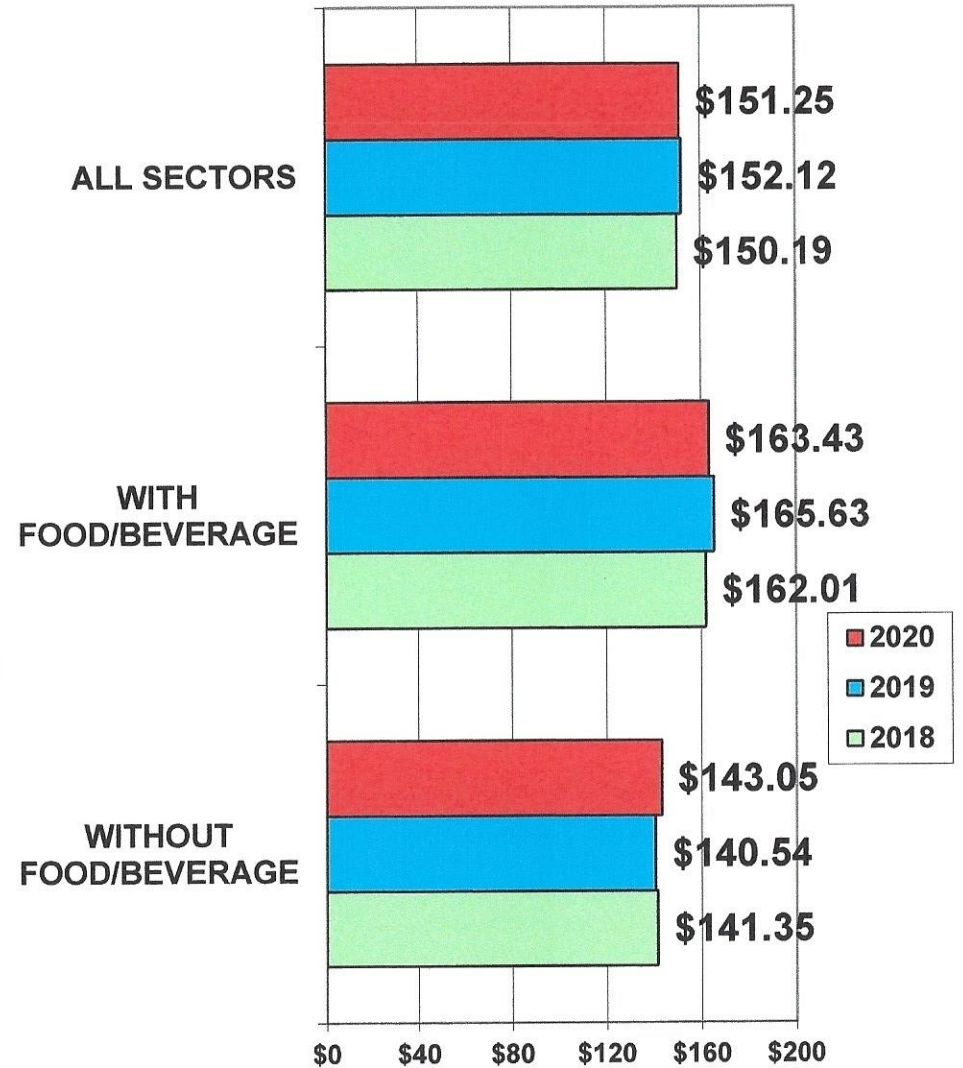
VOLUSIA REV/PAR BY MEETING & CONVENTION FACILITIES - MARCH 2018 - 2020



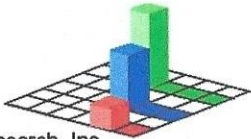
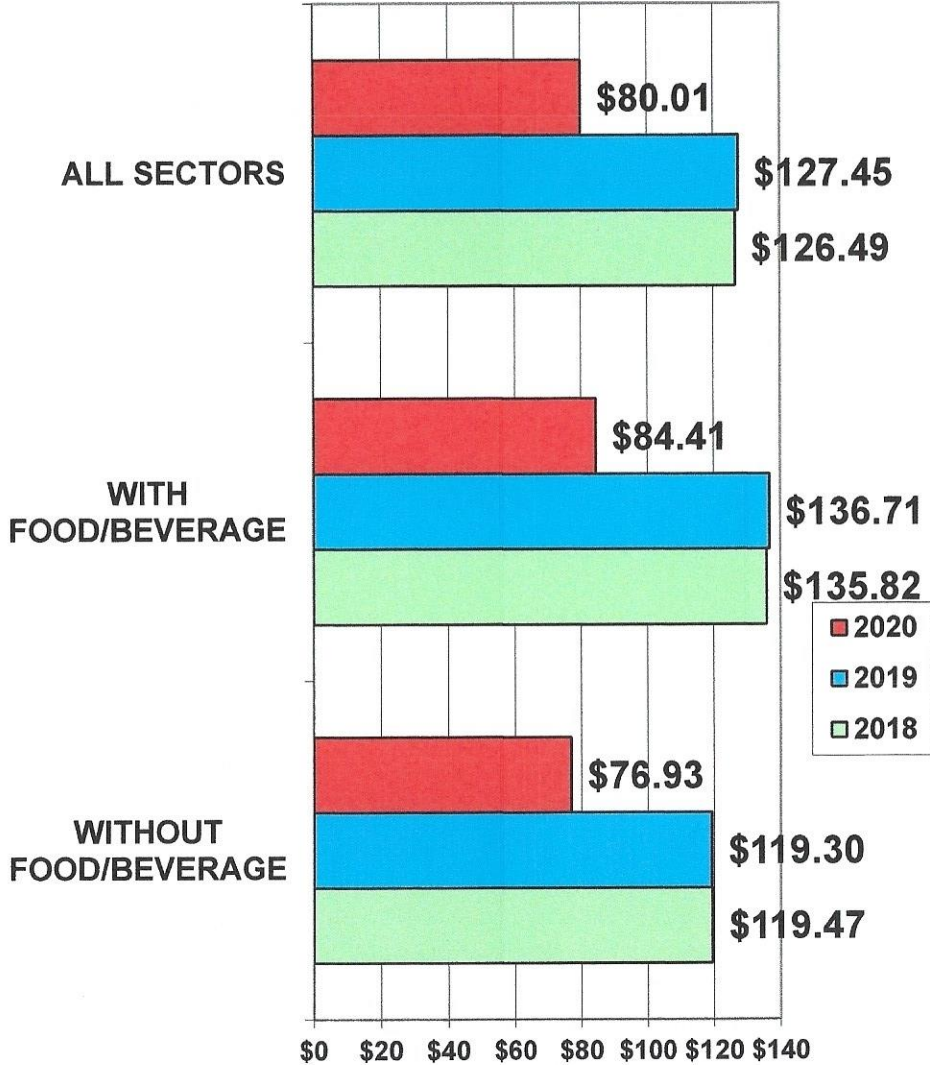
VOLUSIA OCCUPANCY BY FOOD/BEVERAGE - MARCH 2018 - 2020



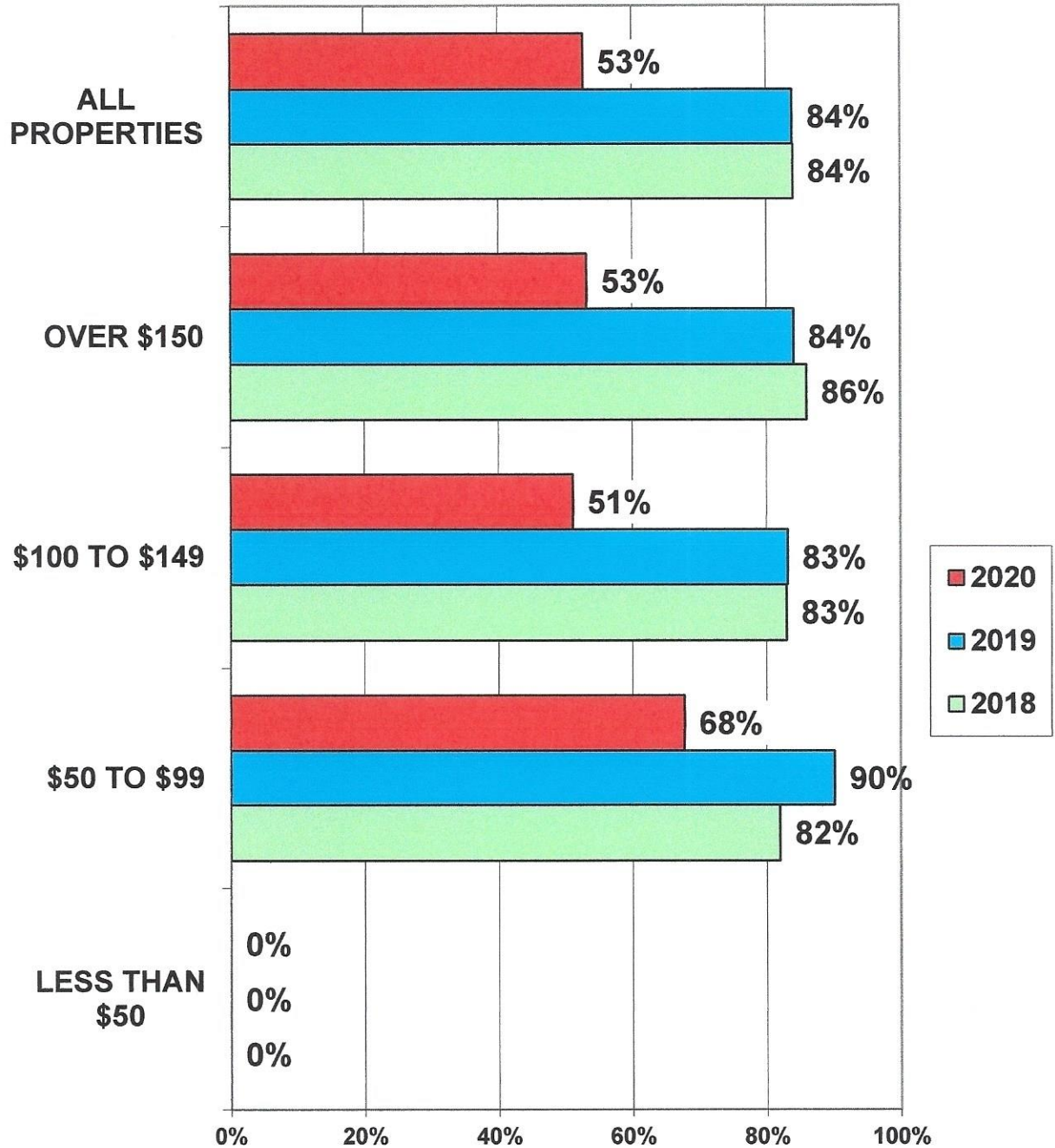
VOLUSIA AVERAGE DAILY RATE BY FOOD/BEVERAGE MARCH 2018 - 2020



**VOLUSIAREV/PAR BY
FOOD/BEVERAGE -
MARCH 2018 - 2020**

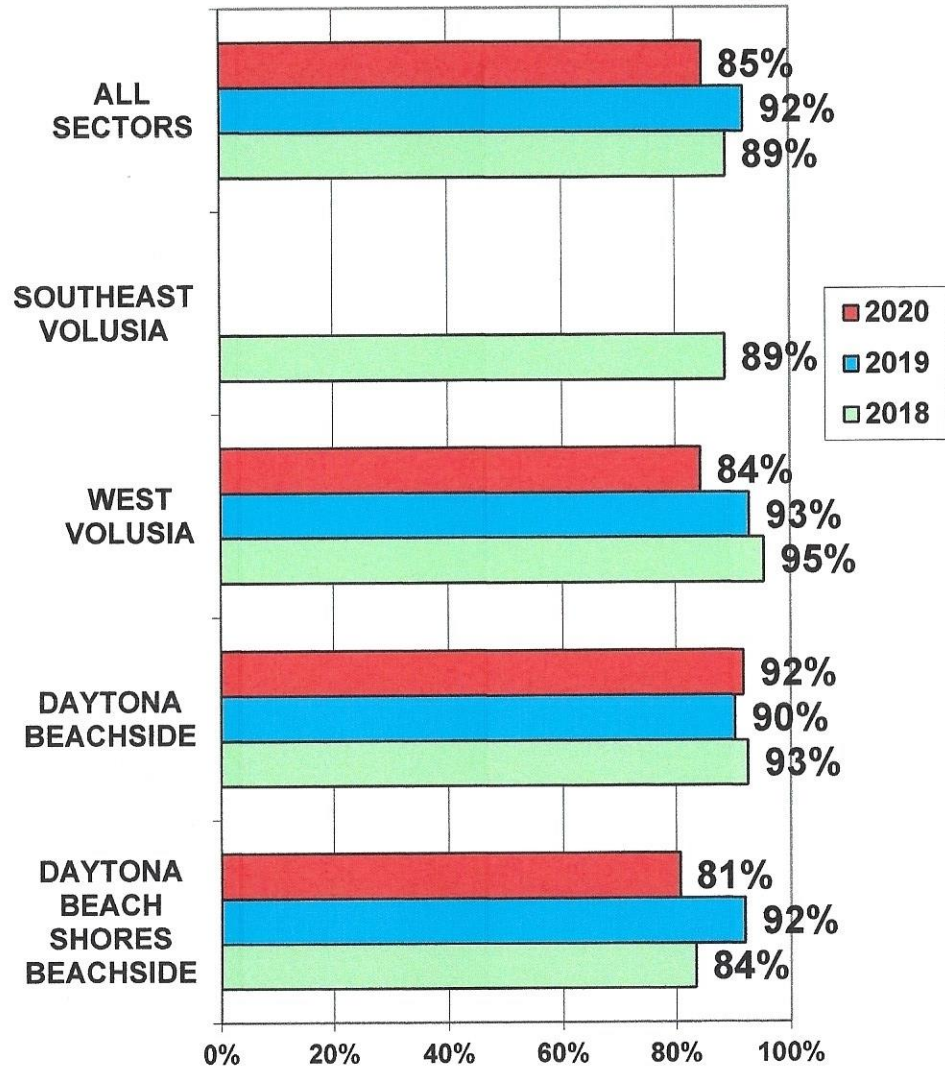


DAYTONA BEACH HOTEL/MOTEL OCCUPANCY BY PRICE RANGE MARCH 2018 - 2020

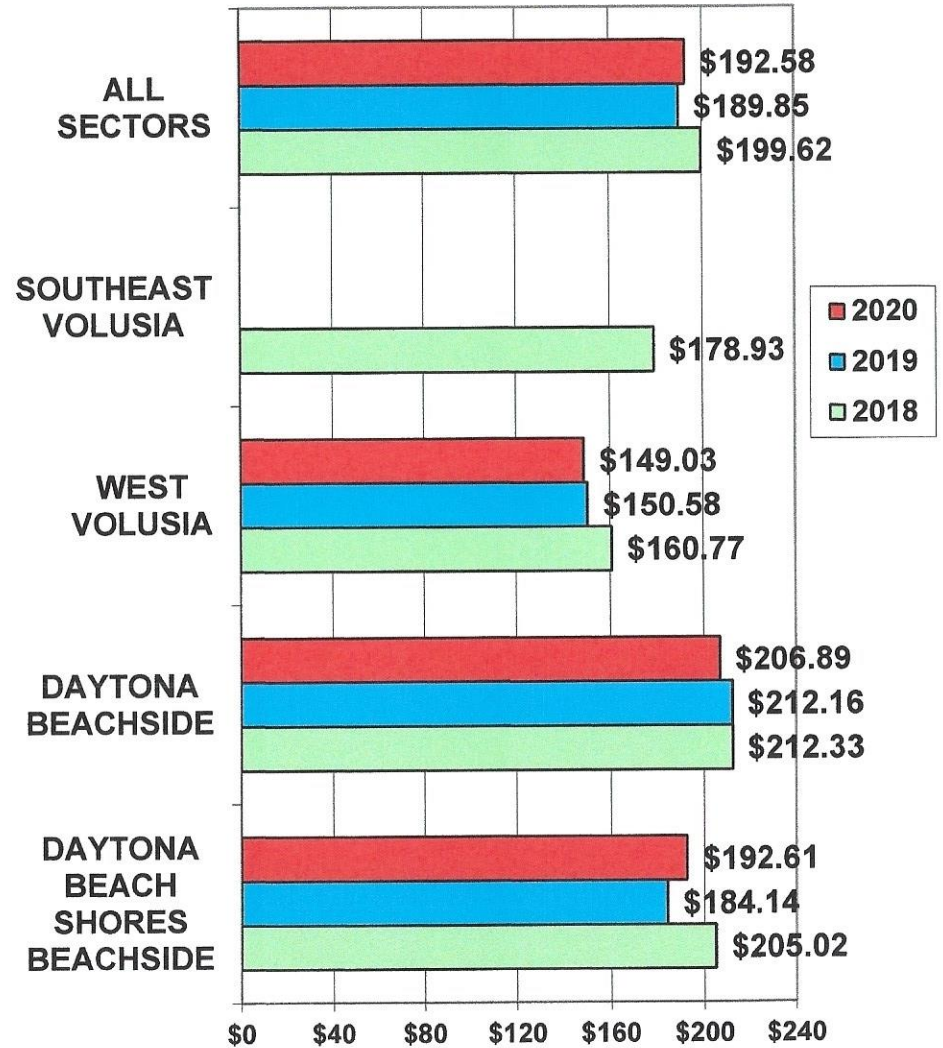


Mid-Florida Marketing & Research, Inc.

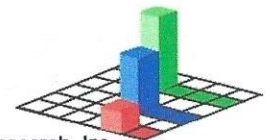
VOLUSIA OCCUPANCY BY AREA SECTORS - BIKE WEEK 2018 - 2020



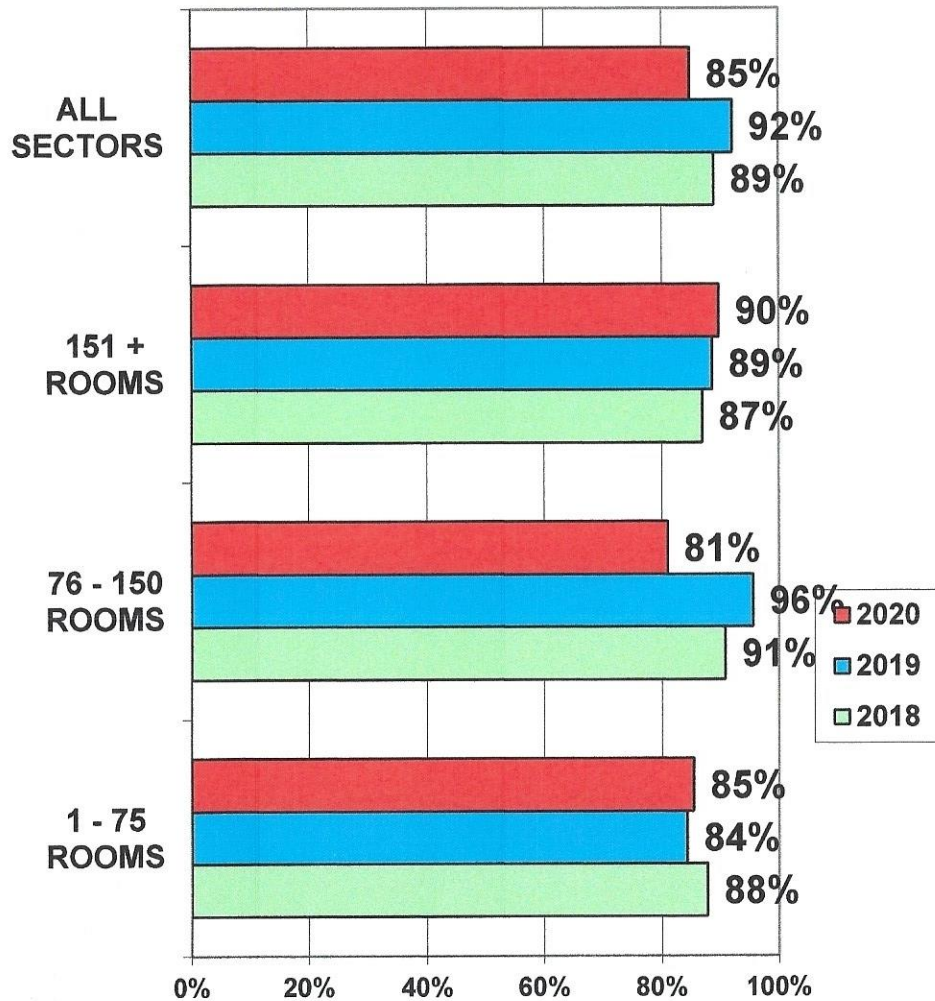
VOLUSIA AVERAGE DAILY RATE BY AREA SECTORS - BIKE WEEK 2018 - 2020



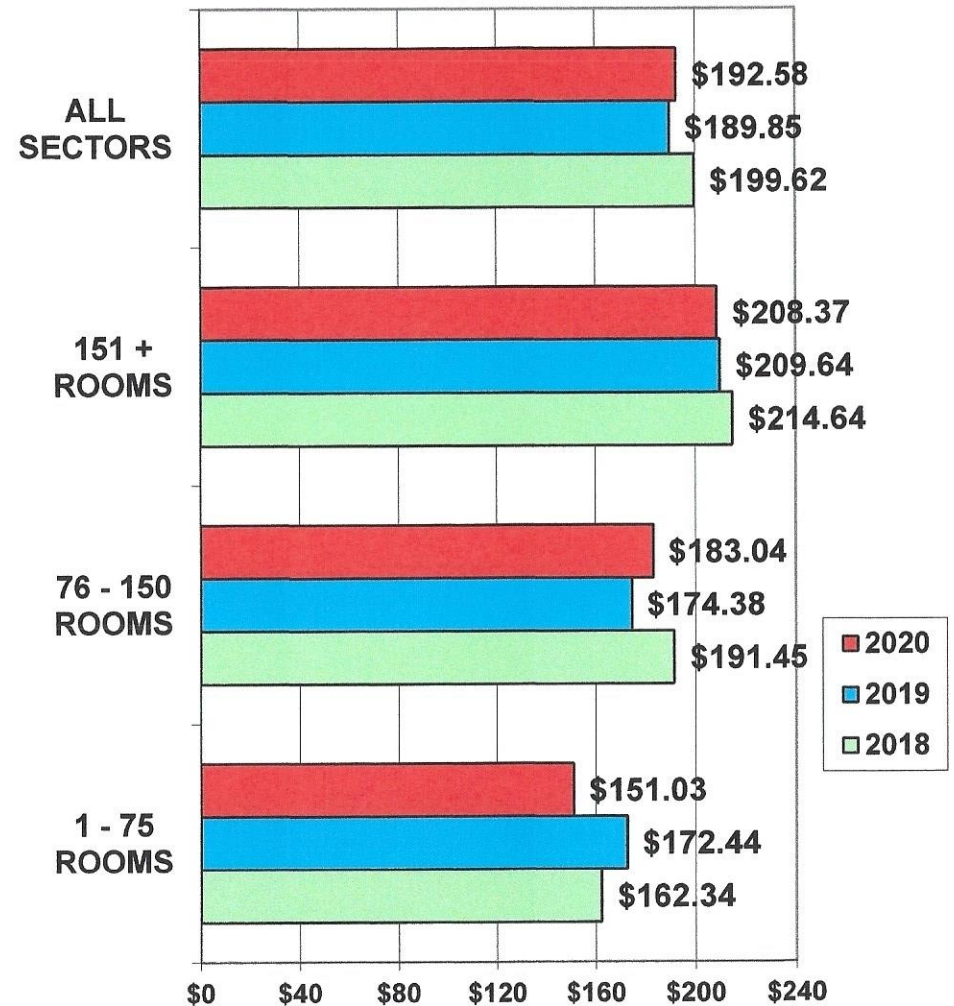
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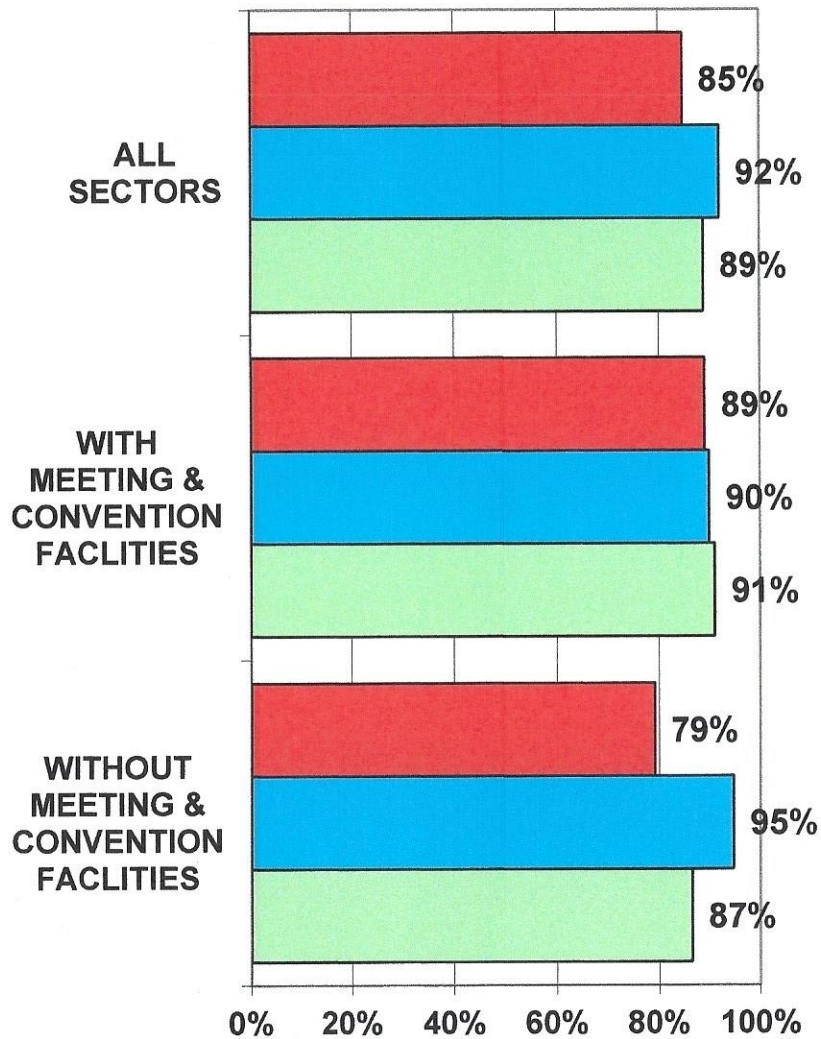
VOLUSIA OCCUPANCY BY PROPERTY SIZE - BIKE WEEK 2018 - 2020



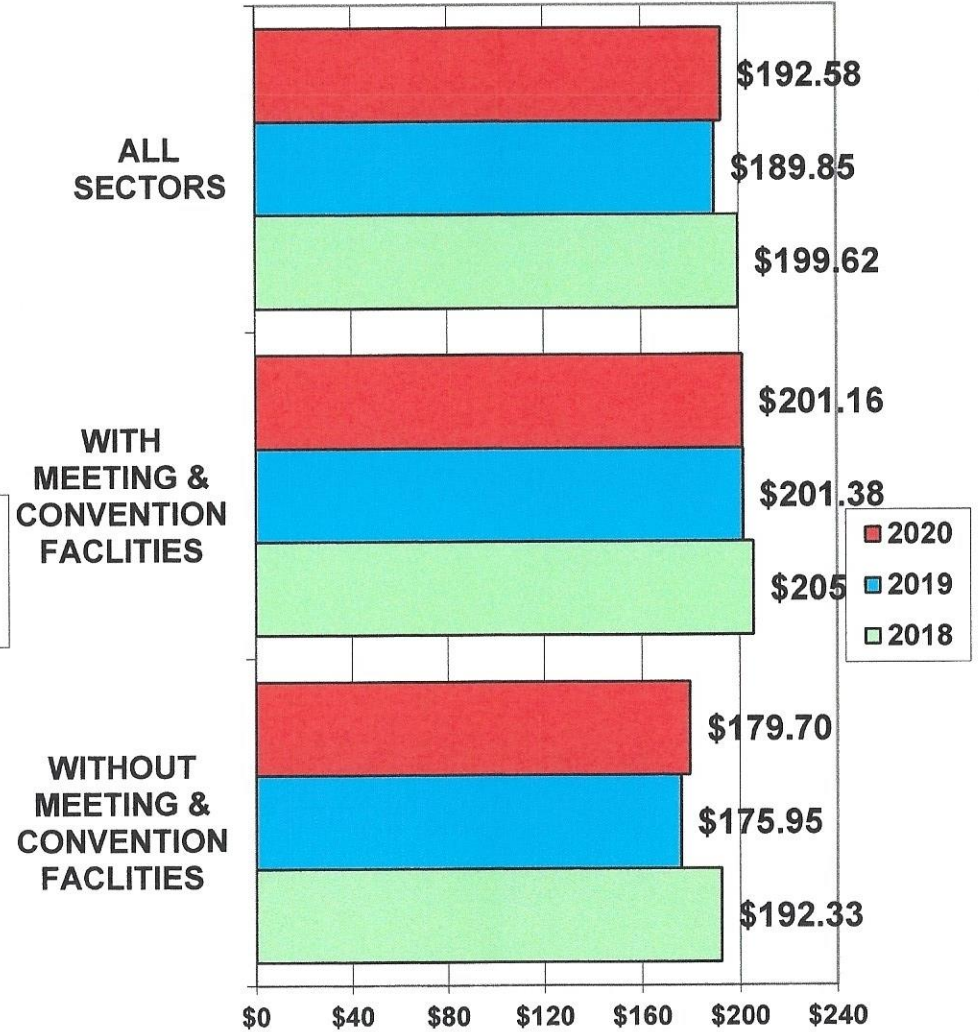
VOLUSIA AVERAGE DAILY RATE BY PROPERTY SIZE - BIKE WEEK 2018 - 2020



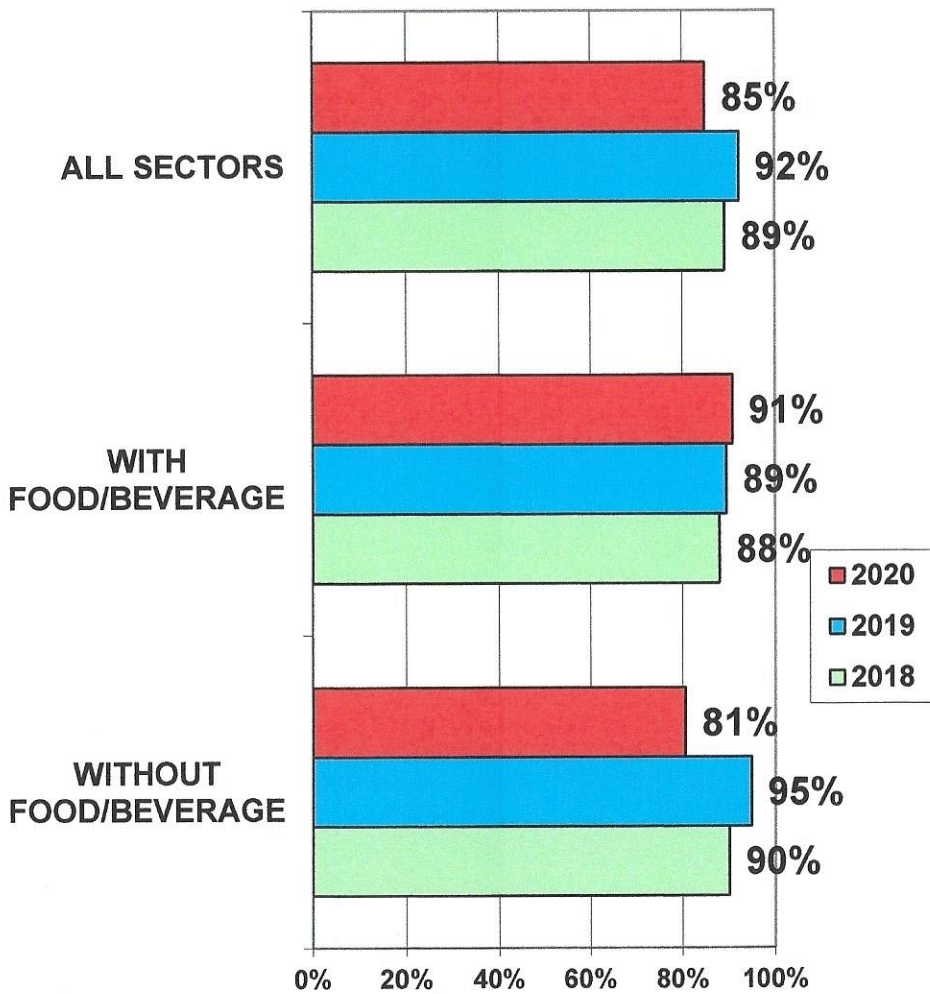
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES- BIKE WEEK 2018 - 2020



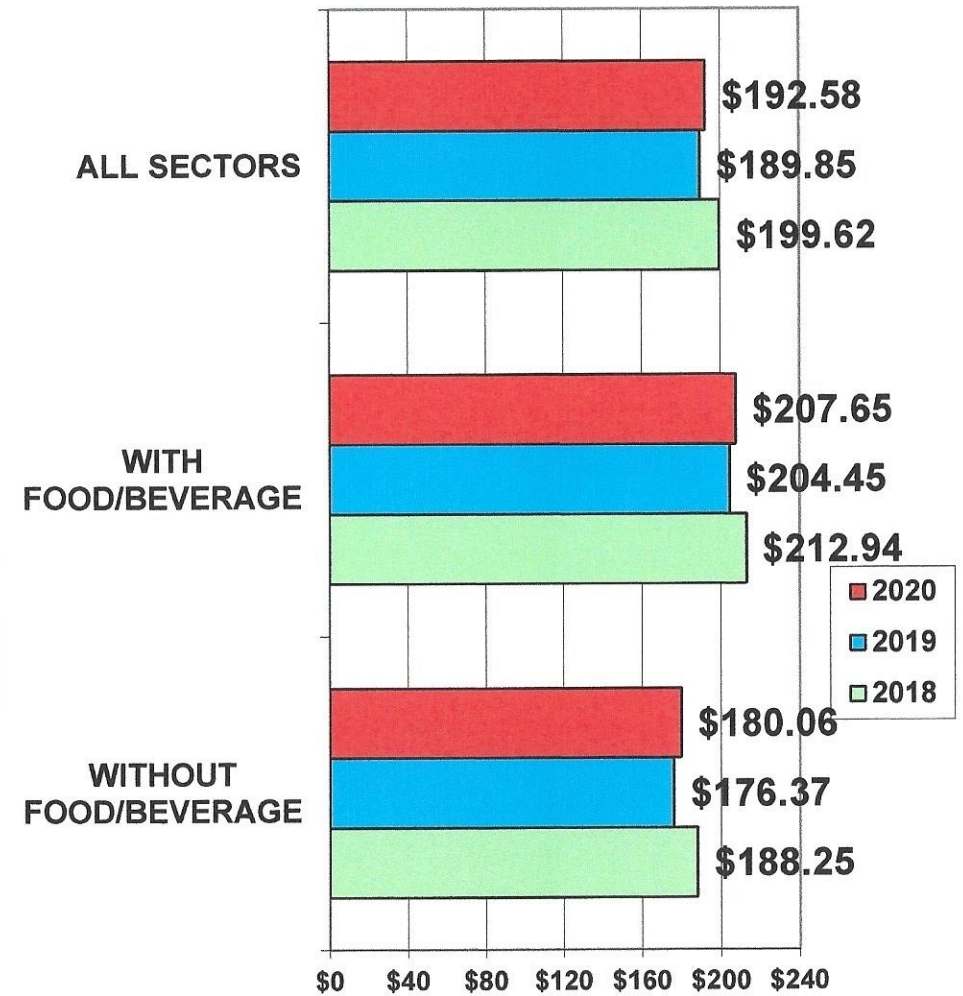
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - BIKE WEEK 2018 - 2020



VOLUSIA OCCUPANCY BY FOOD/BEVERAGE - BIKE WEEK 2018 - 2020



VOLUSIA AVERAGE DAILY RATE BY FOOD/BEVERAGE - BIKE WEEK 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									
BEST WESTERN PLUS AKU TIKI	132		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									
HYATT PLACE	143	X		X									
OCEAN COURT MOTEL	33	X	X	X									
OCEANSIDE INN	191	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	X									
DAYTONA BEACH REGENCY	98	X	X	X									
DAYTONA BEACH RESORT	303	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									
PLAZA RESORT & SPA	322	X	X	X									
SILVER BEACH CLUB	74		X	X									
WYNDHAM OCEAN WALK	127		X										



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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									
CHATEAU MAR BEACH RESORT	51		X	X									
CORAL SANDS OCEAN FRONT	102	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	X									
LA QUINTA INN	143	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									
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		X									
DAYS INN ORANGE CITY	37	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												
COASTAL WATERS INN	40												
*COUNTRY INN & SUITES PORT ORANGE	87	X	X	X									
HAMPTON INN	122	X											
INN ON THE AVENUE	6	X	X										
OCEAN TRILLIUM SUITES	32	X	X	X									
SPRINGHILL SUITES	114	X	X	X									

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

