

# Memo

**To:** HAAA  
**From:** Evelyn Fine  
**Date:** June 21, 2017  
**Subject:** May 2017 Occupancy & Average Daily Rate Report

Overall Daytona Beach Area Occupancy increased about 9%, to 68% in May 2017 from 62% in May 2016.

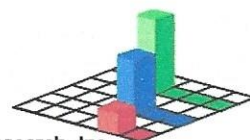
The Daytona Beach Area Average Daily Rate increased 3%, to \$119.04 in May 2017 from \$115.81 in May 2016.

The Daytona Beach Area Revenue per Available Room increased about 1%, to \$72.52 in May 2017 from \$71.98 in May 2016.

Nice weather, a strong Memorial Day Weekend, the Country 500 (held at the Speedway), and school graduations had a positive influence on the Occupancy and ADR during the month of May 2017.

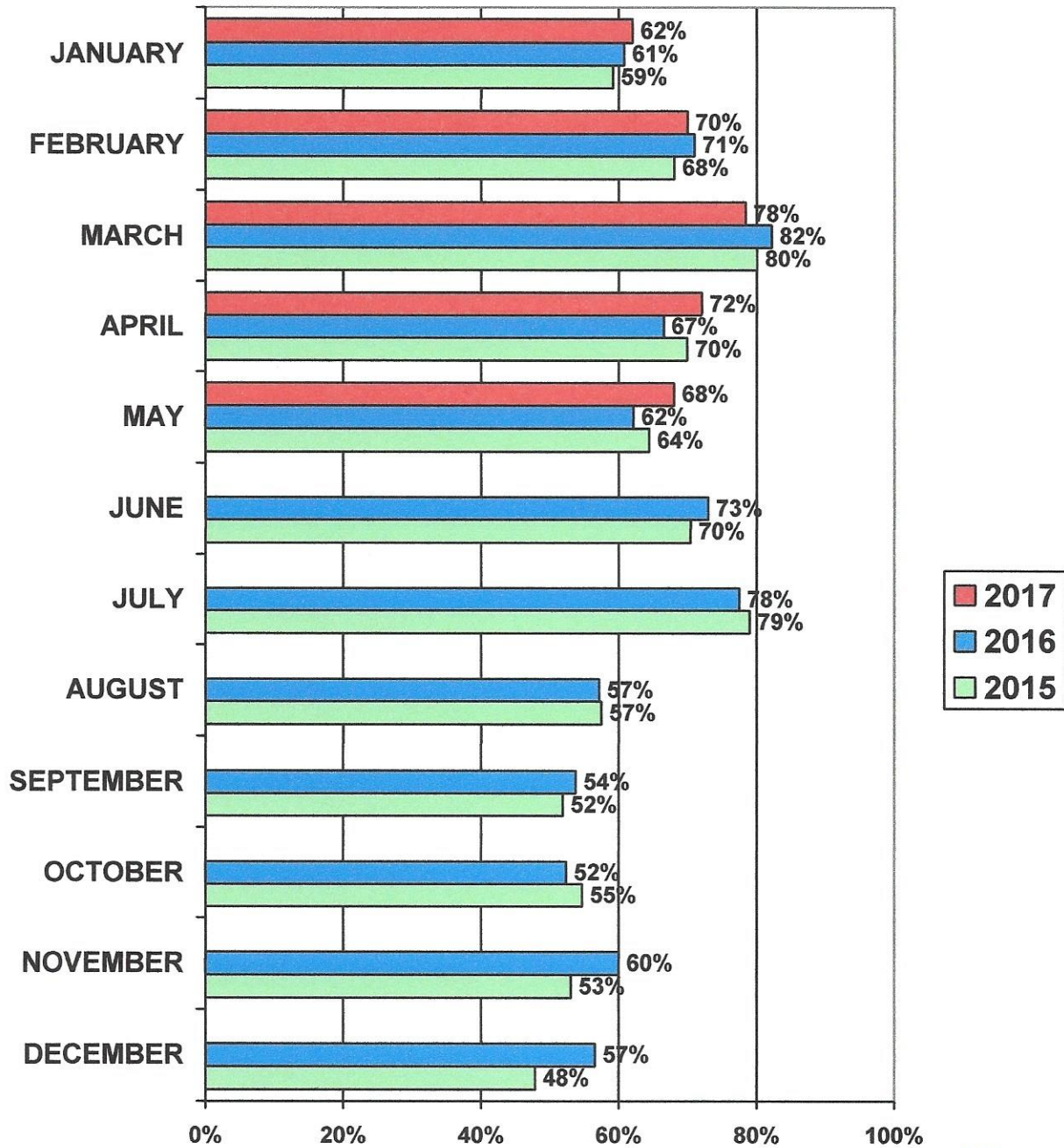
A few hotels were still not operating at 100% or were closed due to damage from Hurricane Matthew in October 2016, resulting in somewhat higher rates for the rest.

EF/LK





# DAYTONA BEACH HOTEL/MOTEL OCCUPANCY 2015 - 2017



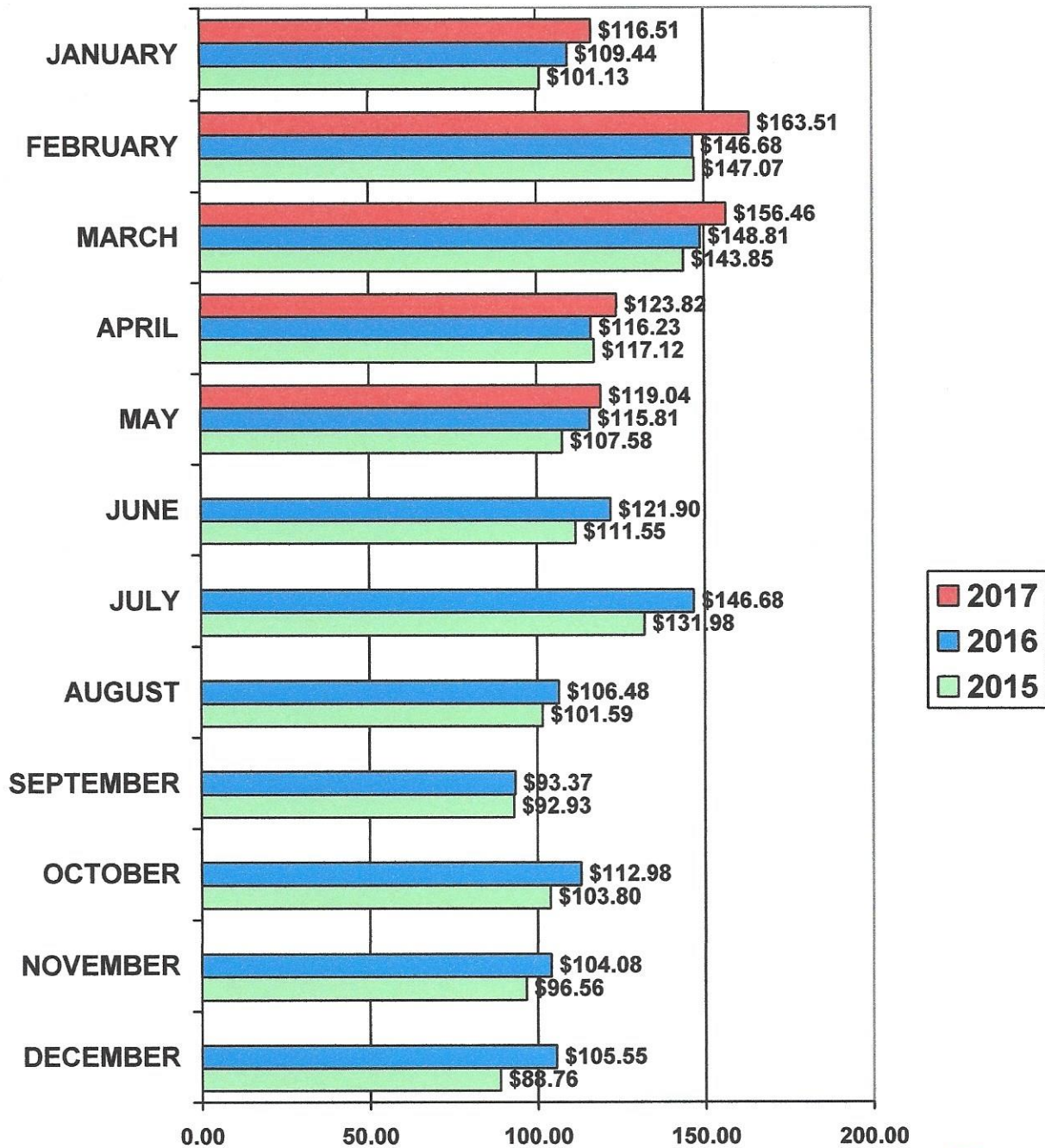
**2017 YTD AVG. 70%**    **MAY 2017 HIGH 91%**  
**2016 YTD AVG. 69%**    **MAY 2017 LOW 16%**  
**2015 YTD AVG. 69%**

Mid-Florida Marketing & Research, Inc.



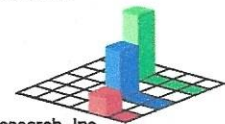


# DAYTONA BEACH HOTEL/MOTEL AVERAGE DAILY RATE 2015 - 2017

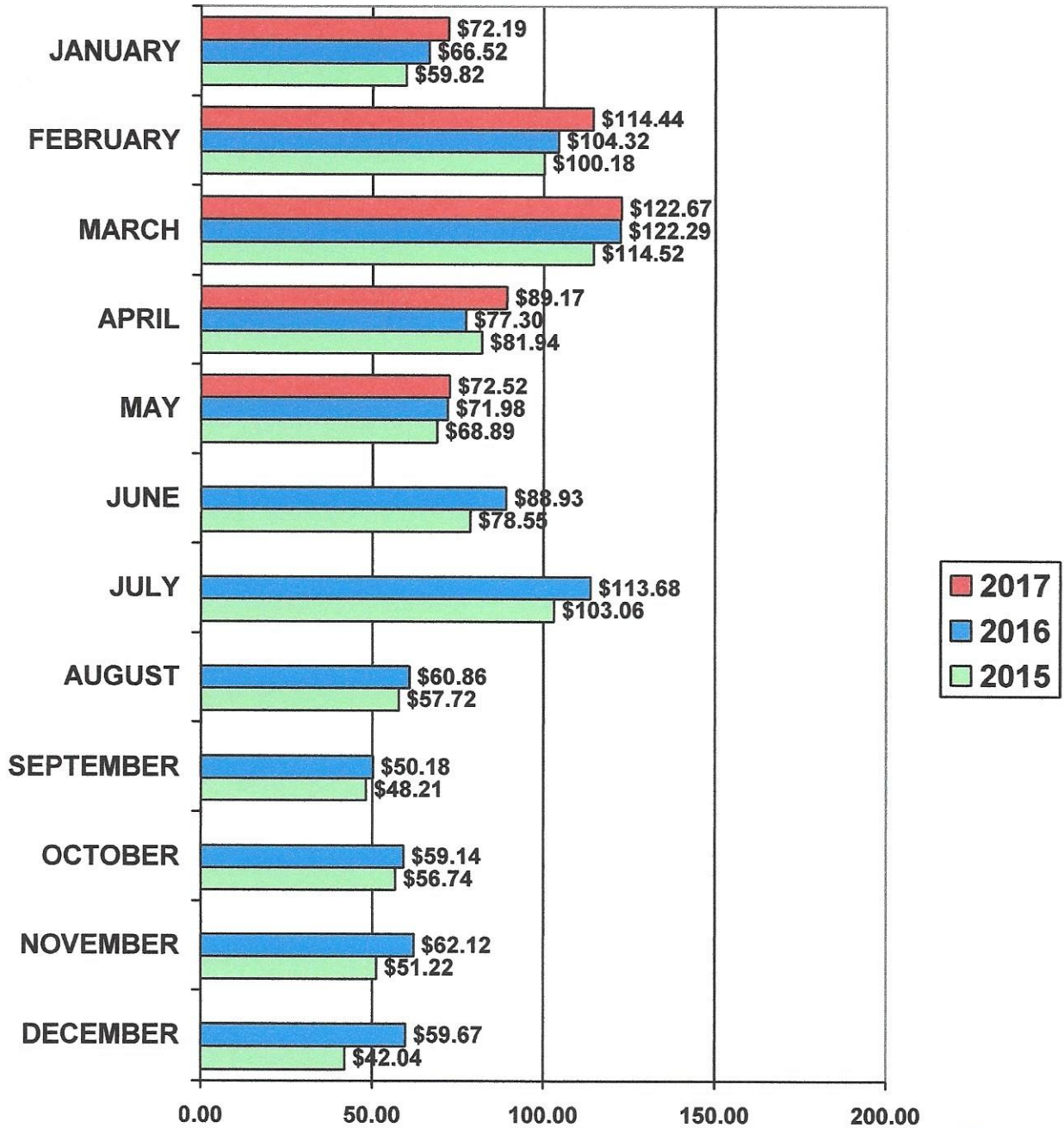


**2017 YTD AVG. \$136.72**    **MAY 2017 HIGH \$190.47**  
**2016 YTD AVG. \$129.28**    **MAY 2017 LOW \$ 62.99**  
**2015 YTD AVG. \$124.49**

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

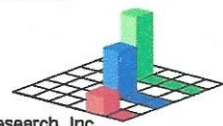


2017 YTD AVG. \$ 93.69

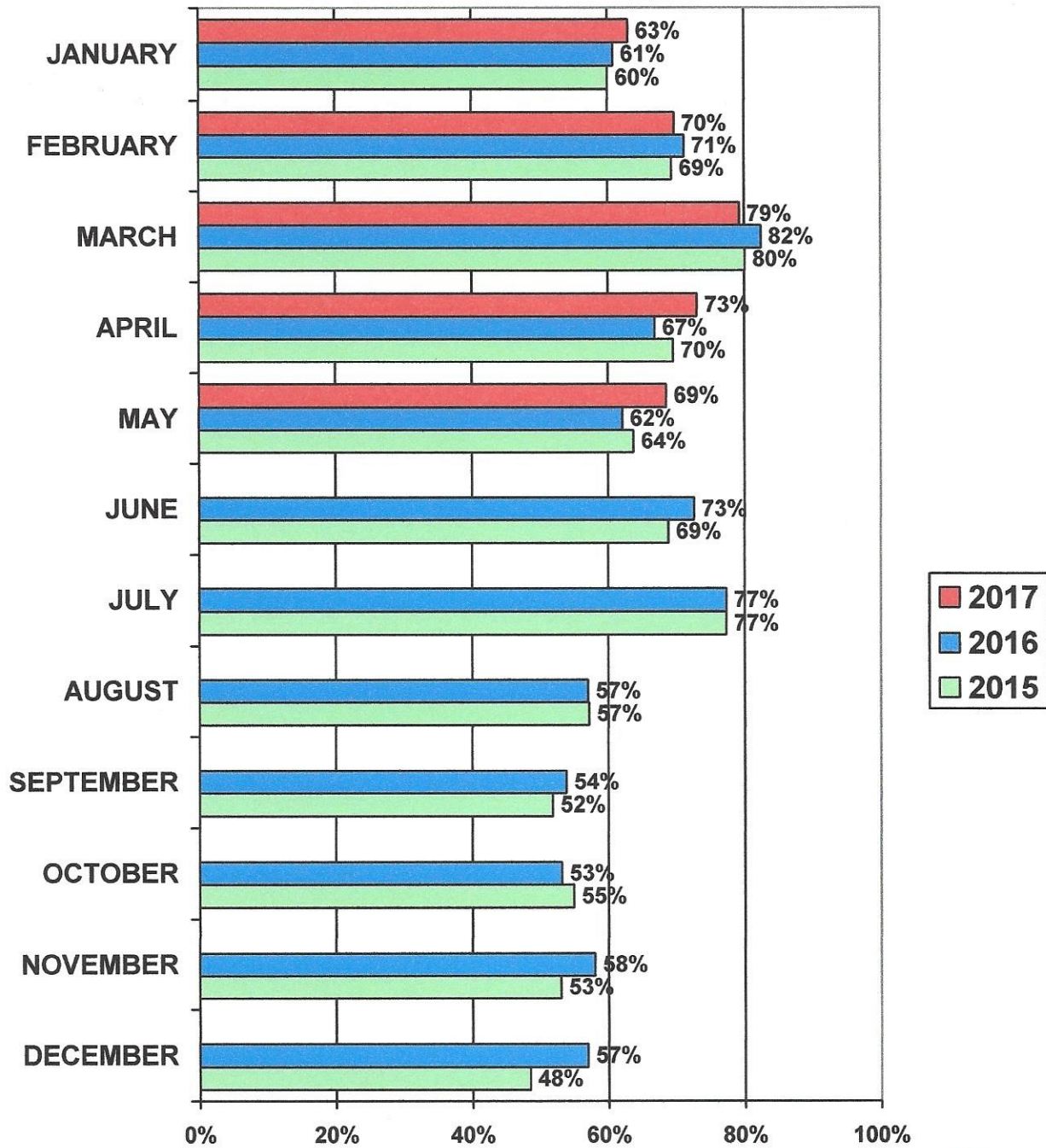
2016 YTD AVG. \$ 88.73

2015 YTD AVG. \$ 84.91

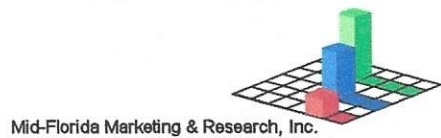
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# VOLUSIA HOTEL/MOTEL OCCUPANCY 2015 - 2017

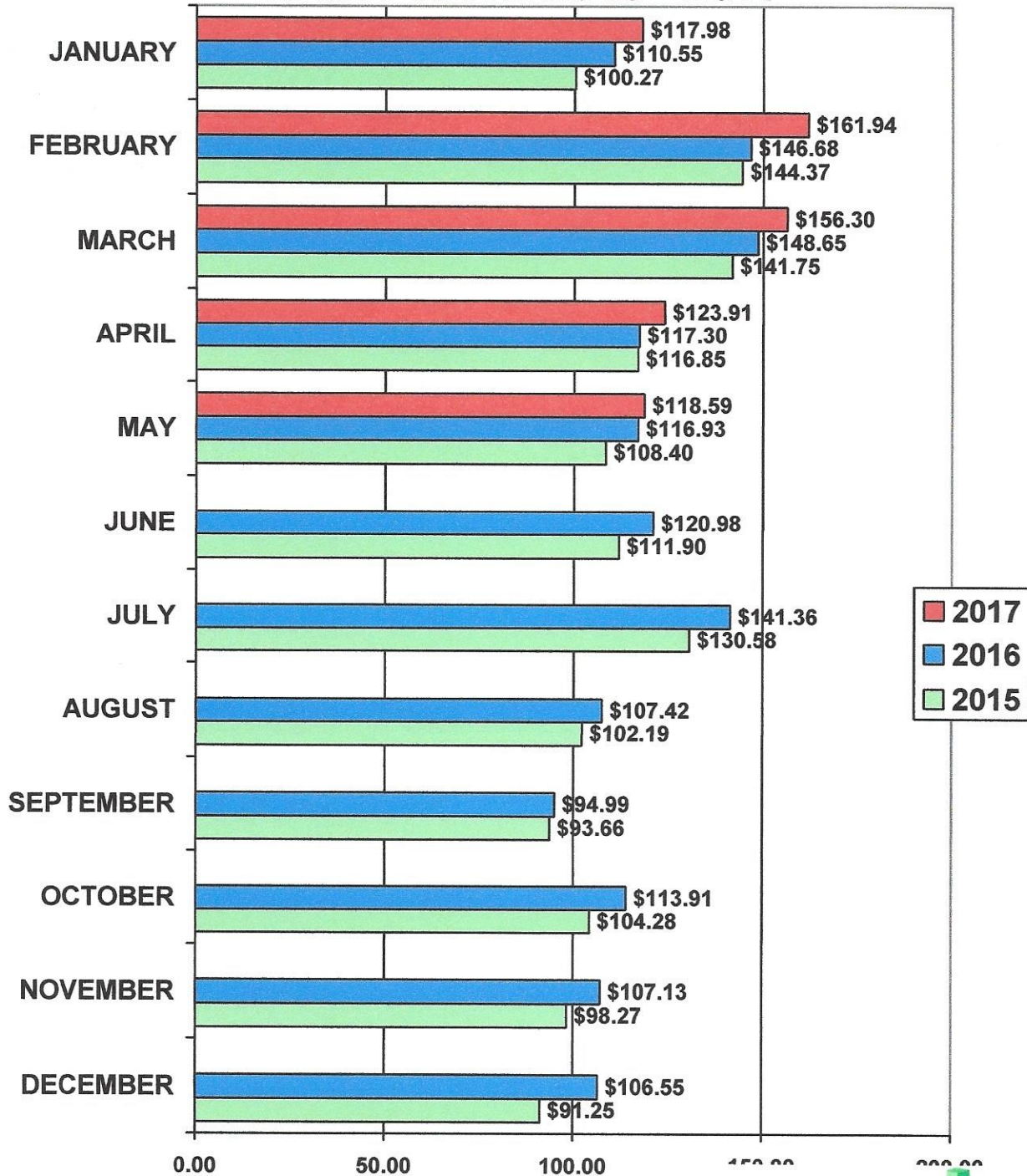


**2017 YTD AVG. 71%**    **MAY 2017 HIGH 91%**  
**2016 YTD AVG. 69%**    **MAY 2017 LOW 16%**  
**2015 YTD AVG. 69%**





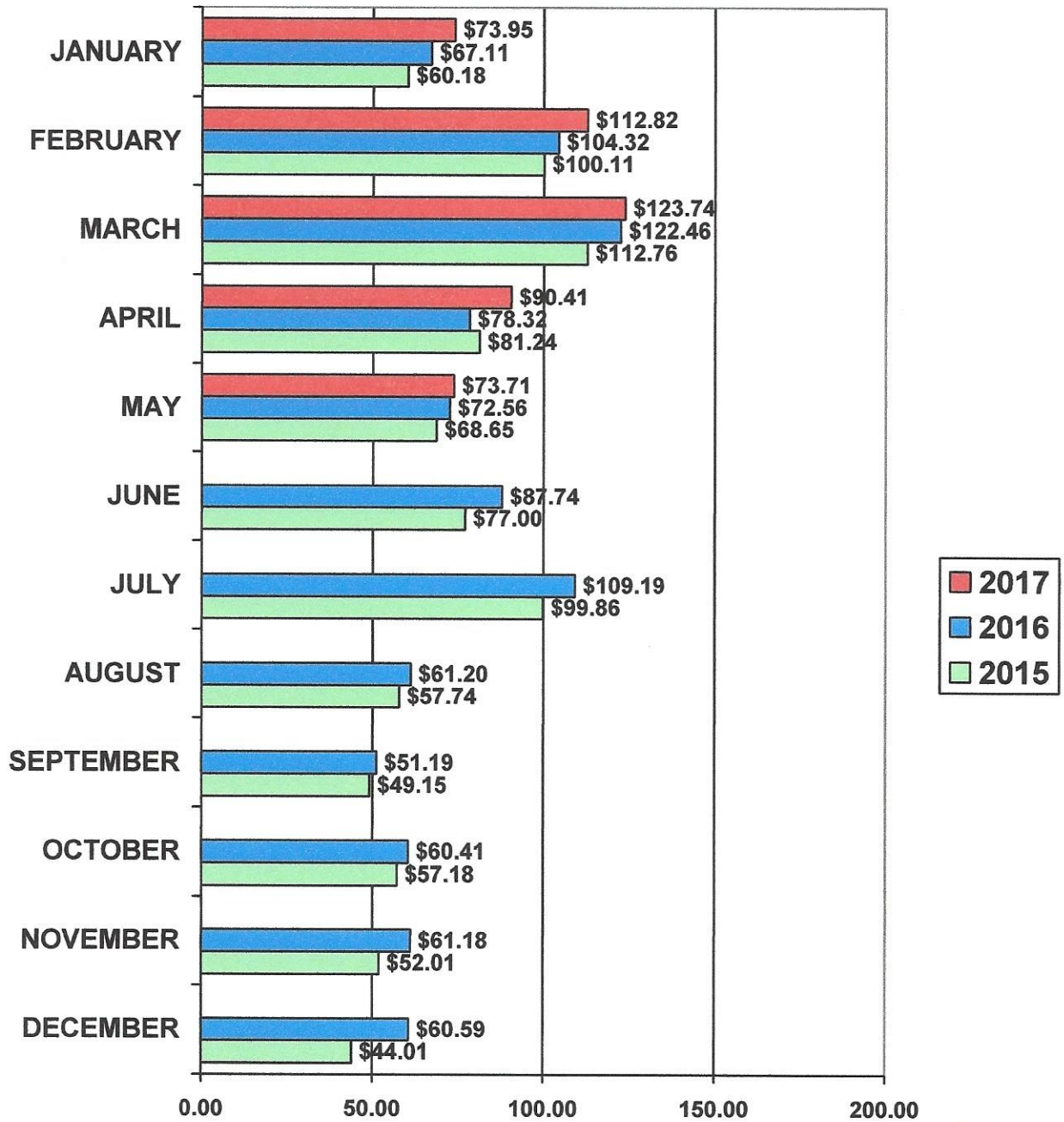
# VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2015 - 2017



**2017 YTD AVG. \$136.36    MAY 2017 HIGH \$190.47**  
**2016 YTD AVG. \$129.56    MAY 2017 LOW \$ 62.99**  
**2015 YTD AVG. \$123.41**

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# VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2015 - 2017



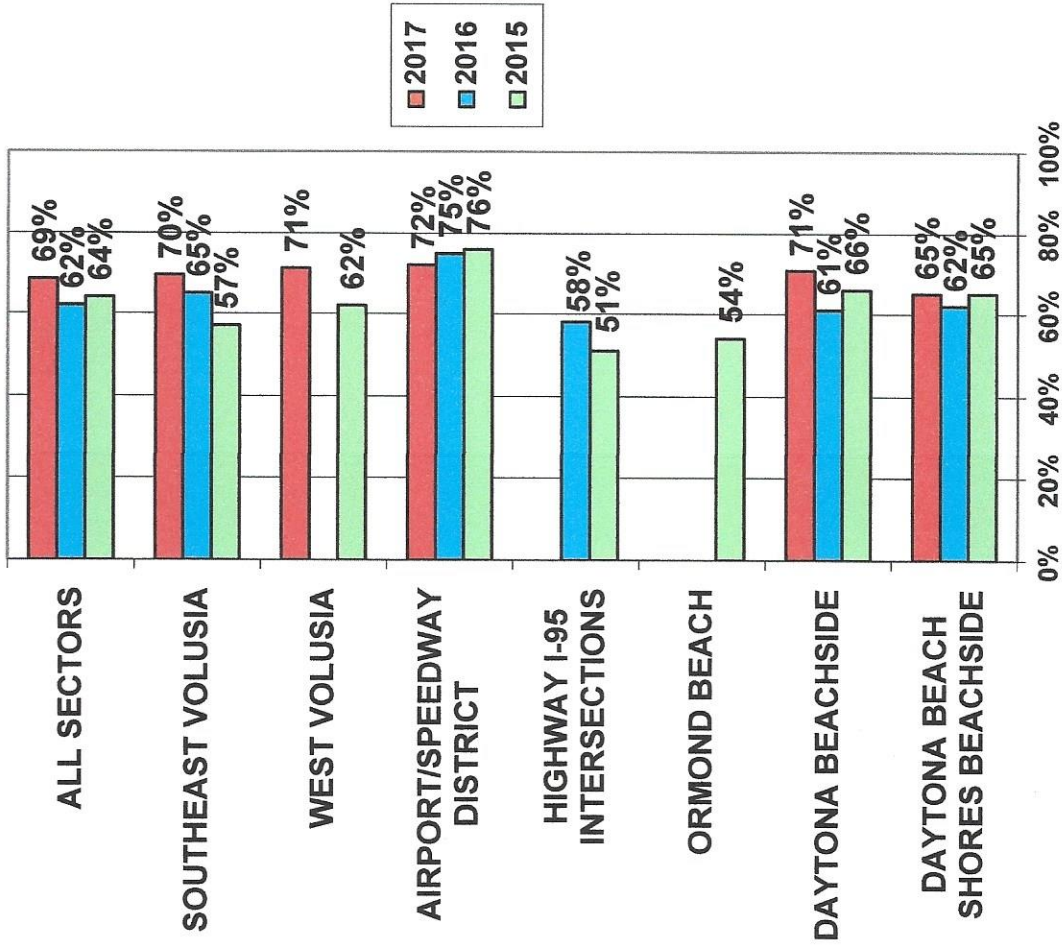
**2017 YTD AVG. \$ 94.38**  
**2016 YTD AVG. \$ 88.95**  
**2015 YTD AVG. \$ 84.35**

Mid-Florida Marketing & Research, Inc.

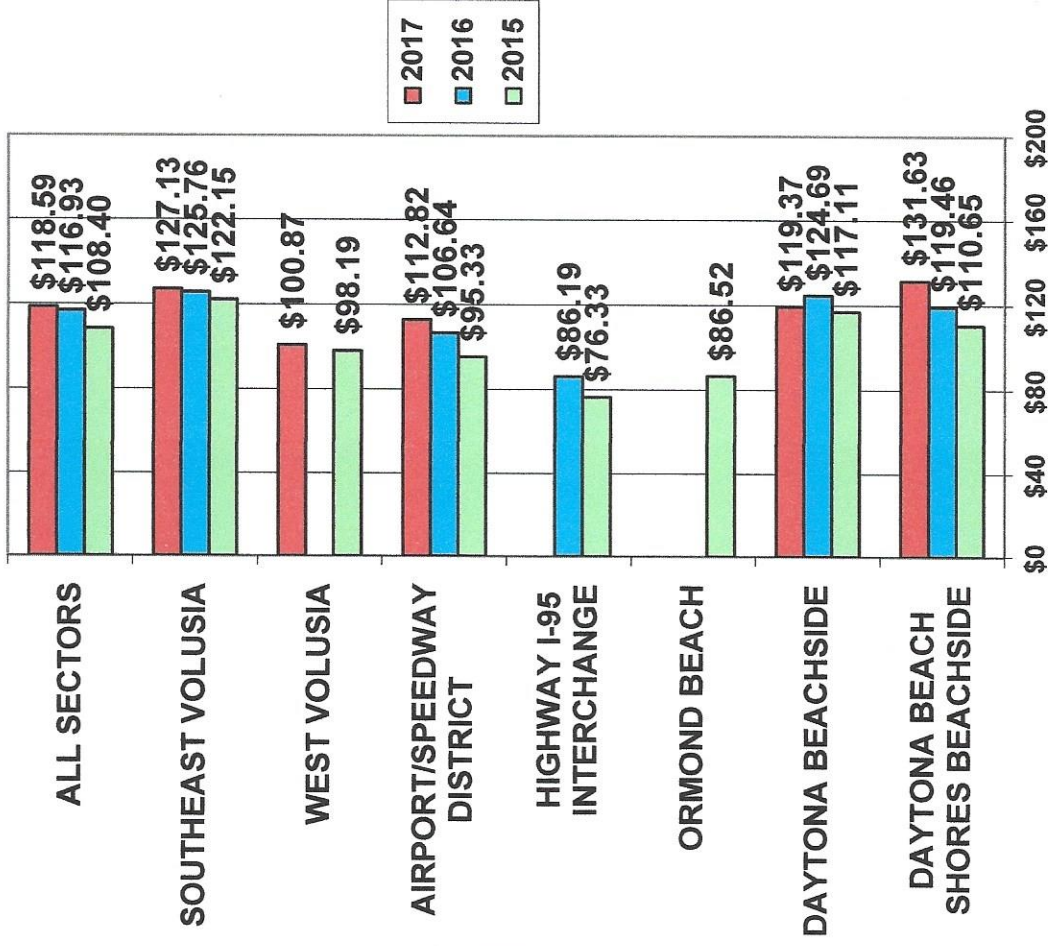




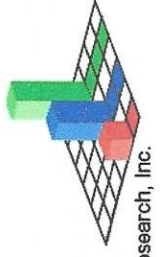
**VOLUSIA OCCUPANCY BY  
AREA SECTORS -  
MAY 2015 - 2017**



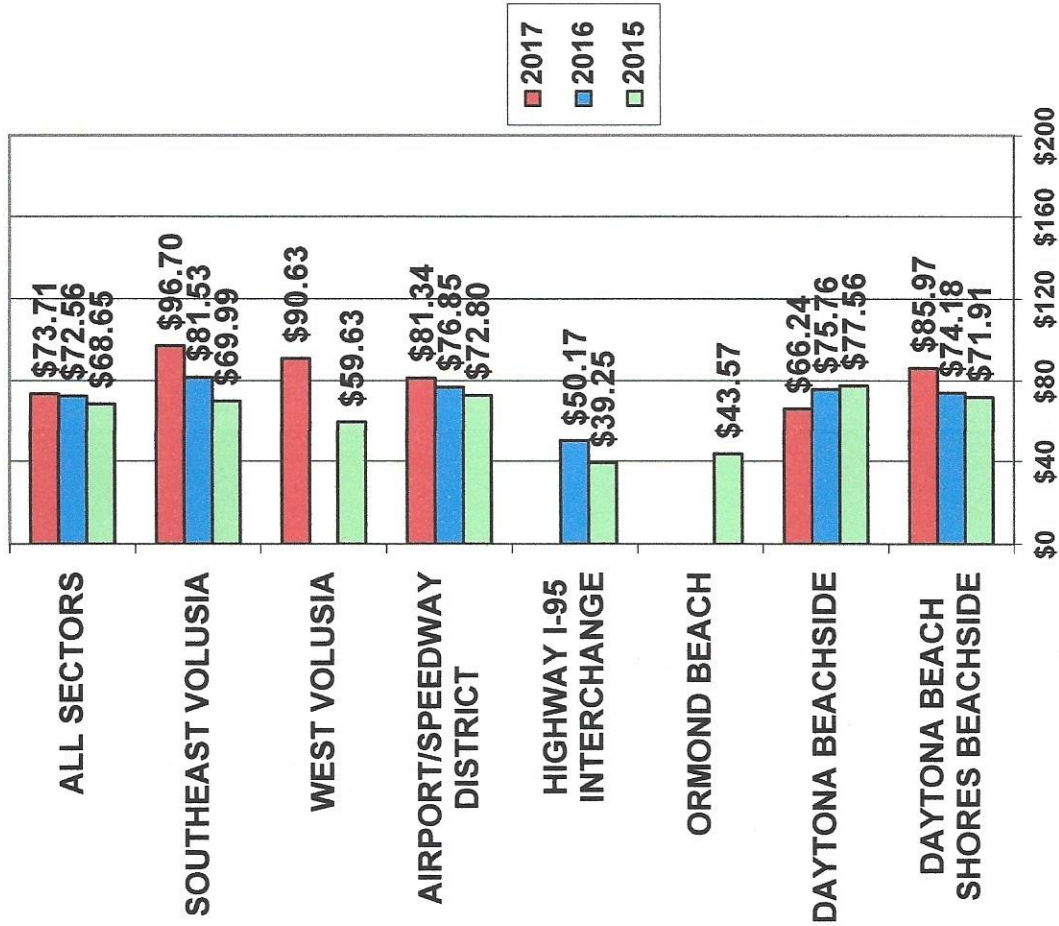
**VOLUSIA AVERAGE DAILY RATE BY  
AREA SECTORS -  
MAY 2015 - 2017**



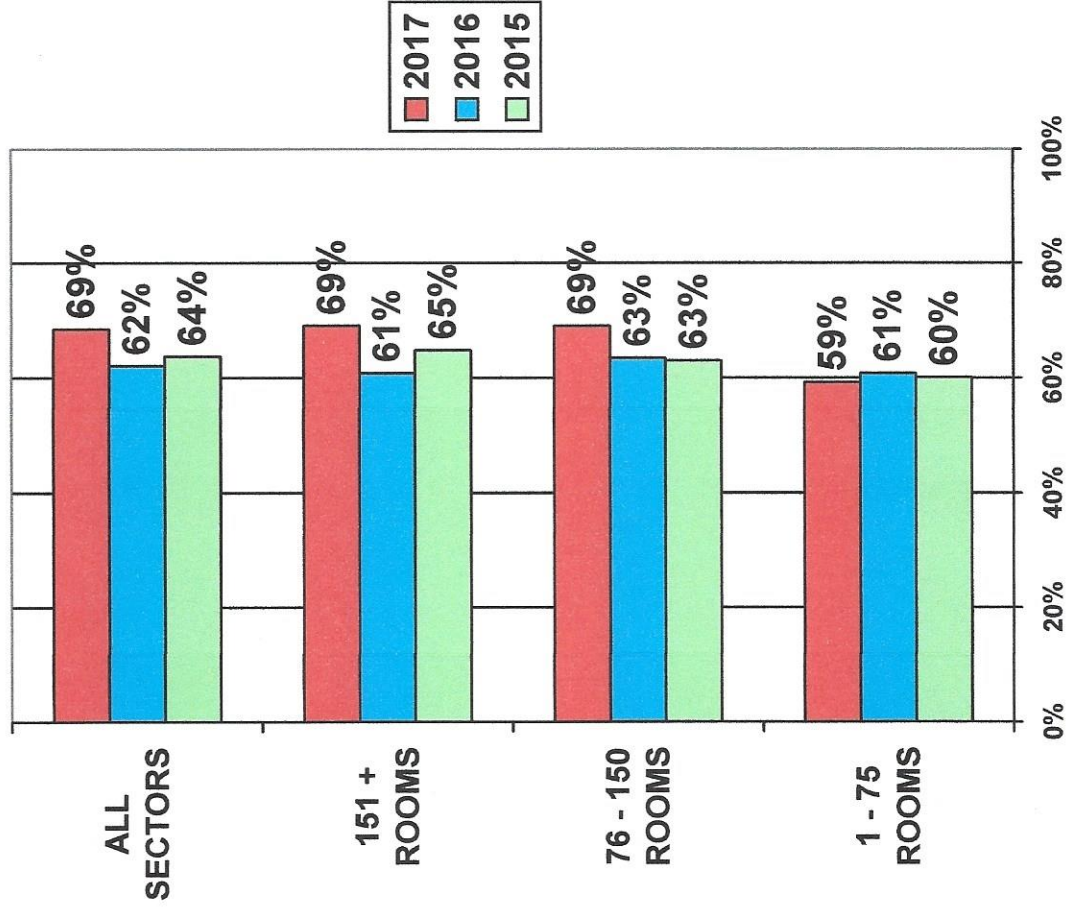
AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.



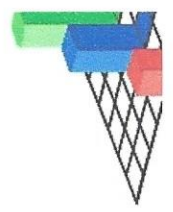
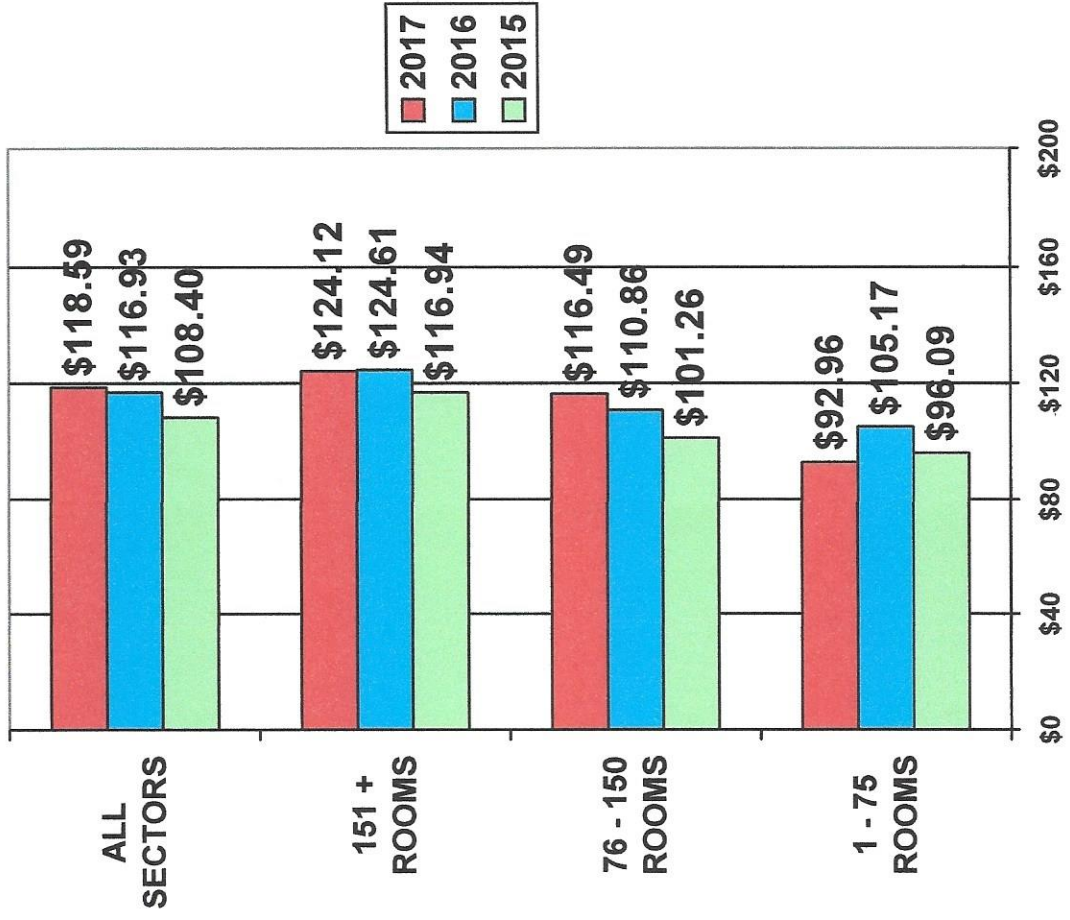
**VOLUSIA REV/IPAR  
BY AREA SECTORS -  
MAY 2015 - 2017**



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

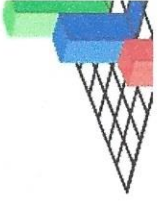
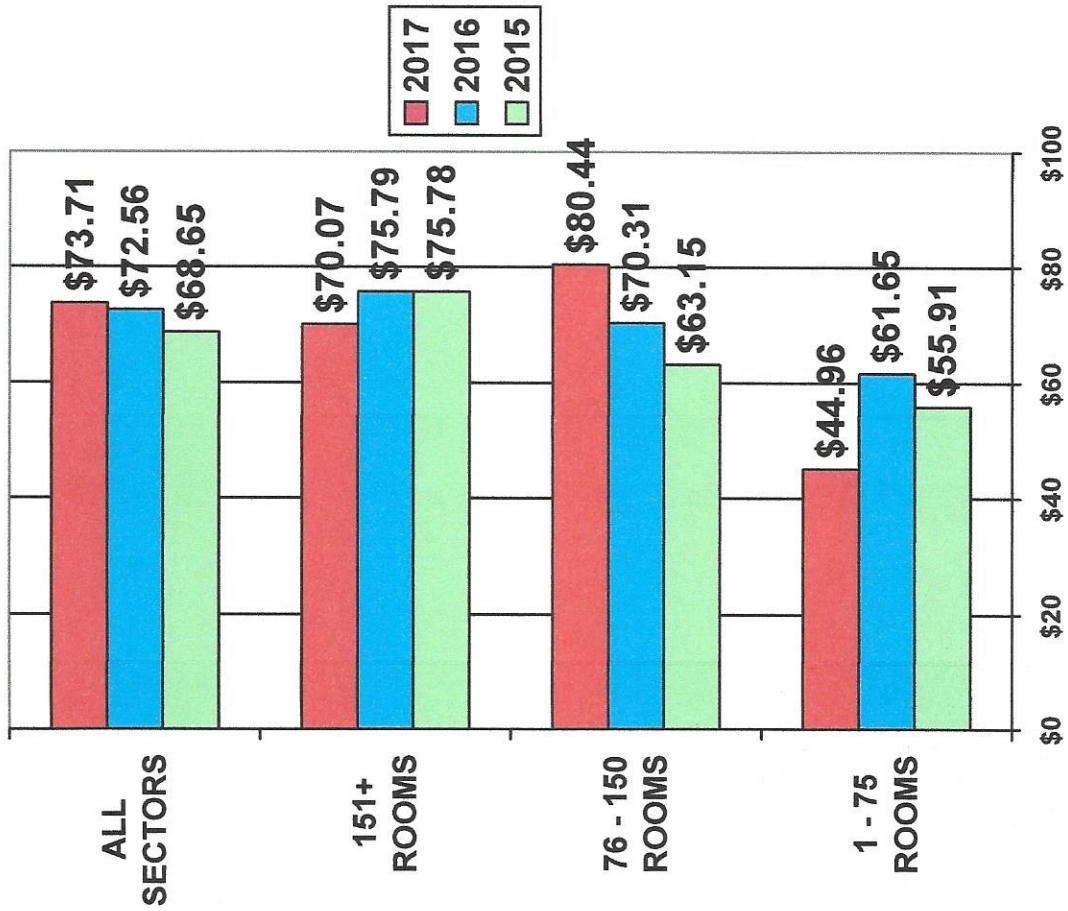


**VOLUSIA AVERAGE DAILY RATE  
BY PROPERTY SIZE -  
MAY 2015 - 2017**

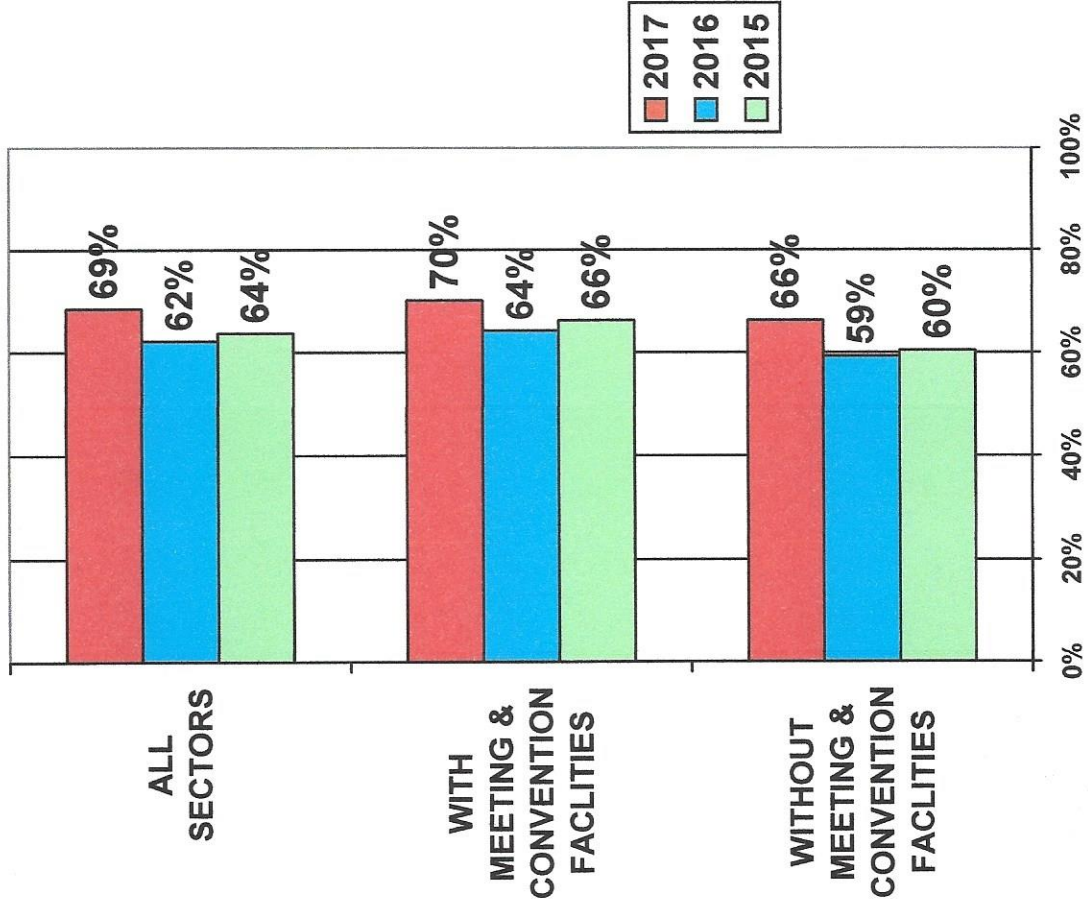




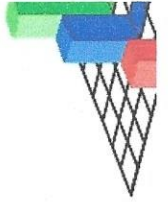
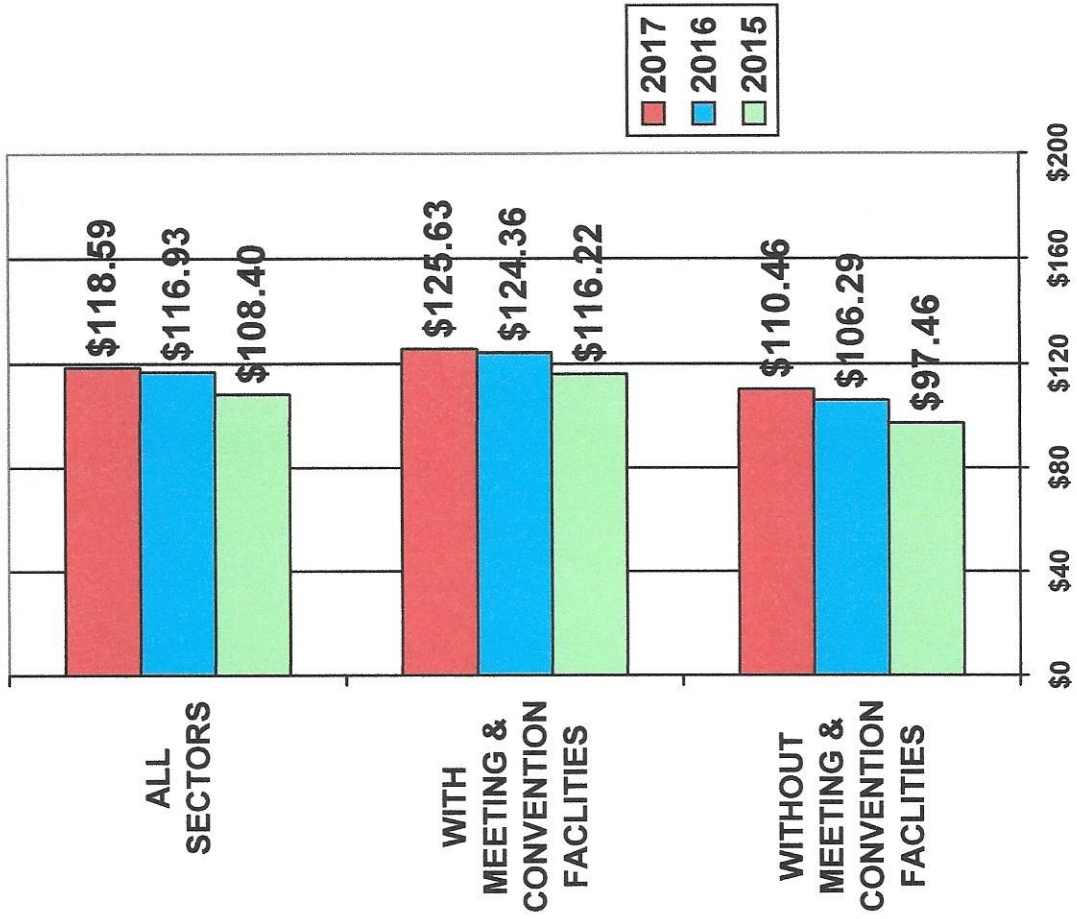
**VOLUSIA REV/PAR BY  
PROPERTY SIZE -  
MAY 2015 - 2017**



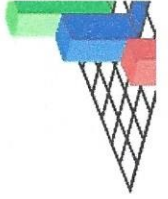
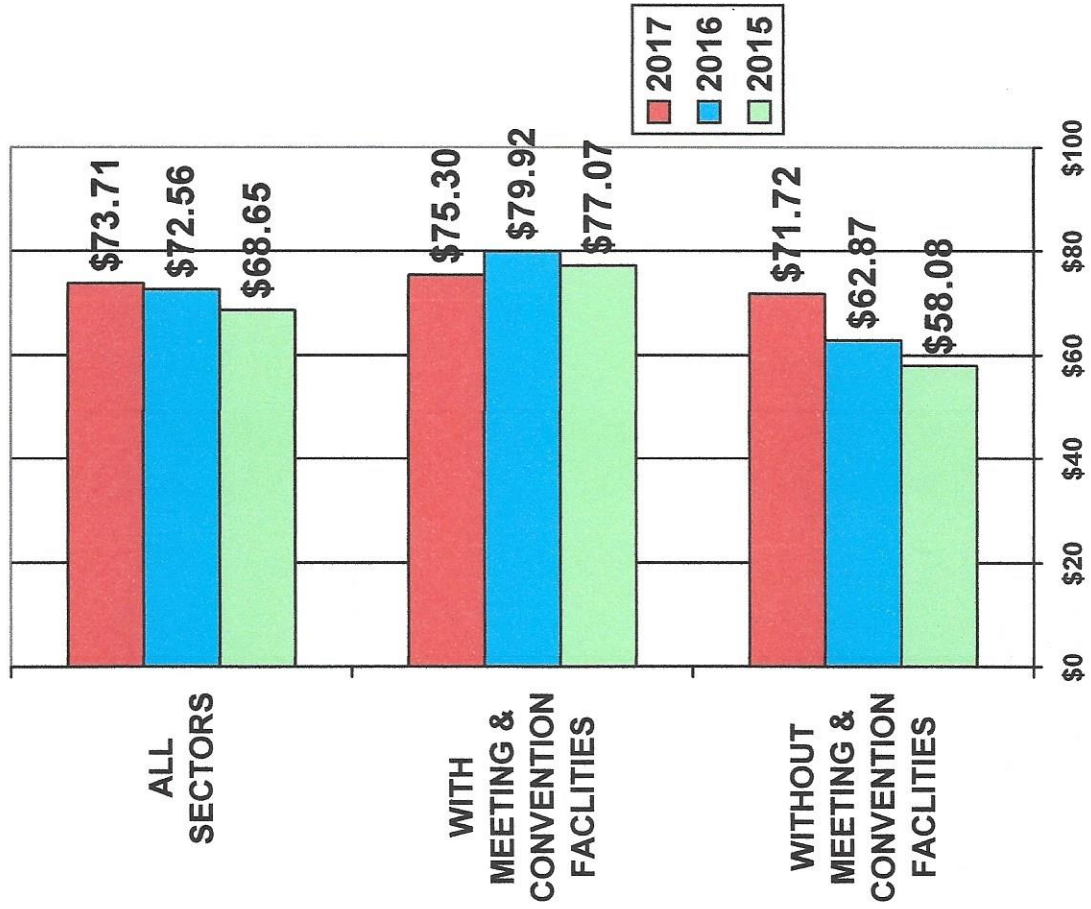
**VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - MAY 2015 - 2017**



**VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - MAY 2015 - 2017**

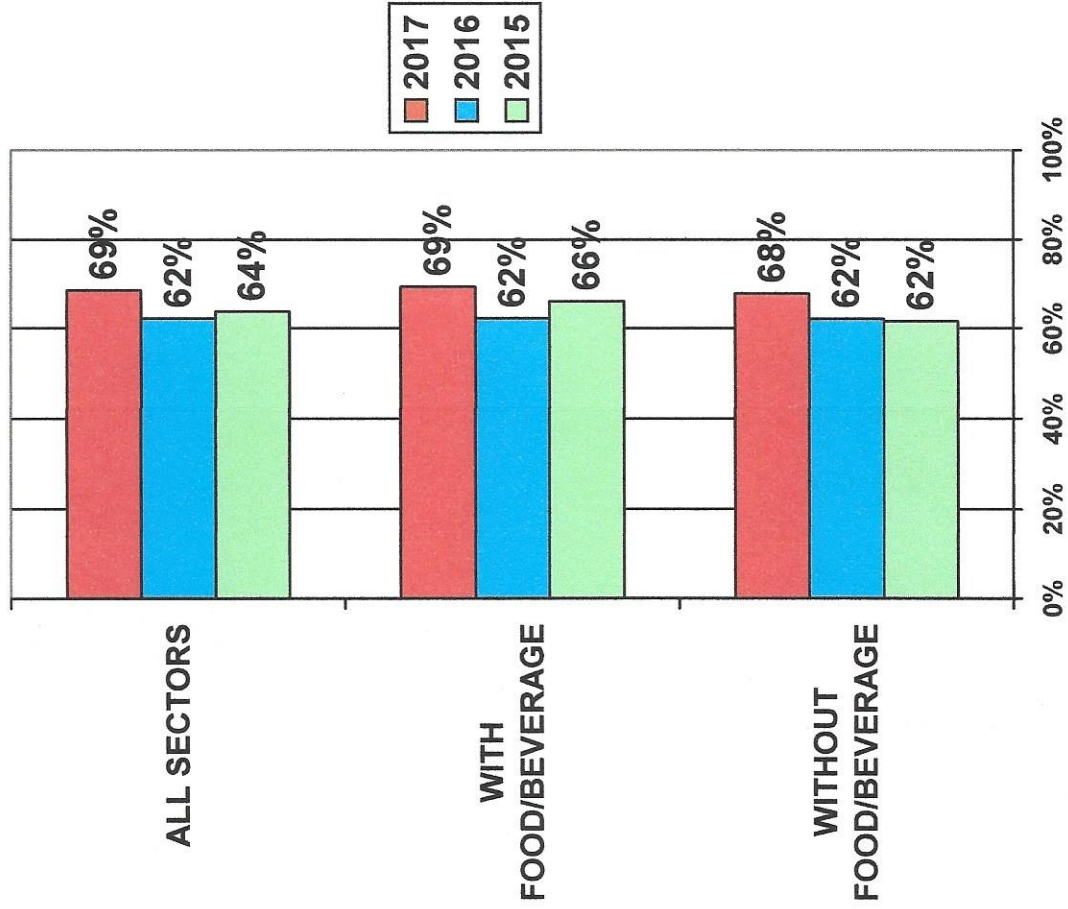


**VOLUSIA REV/PAR BY  
MEETING & CONVENTION  
FACILITIES - MAY 2015 - 2017**

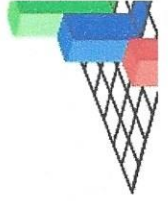
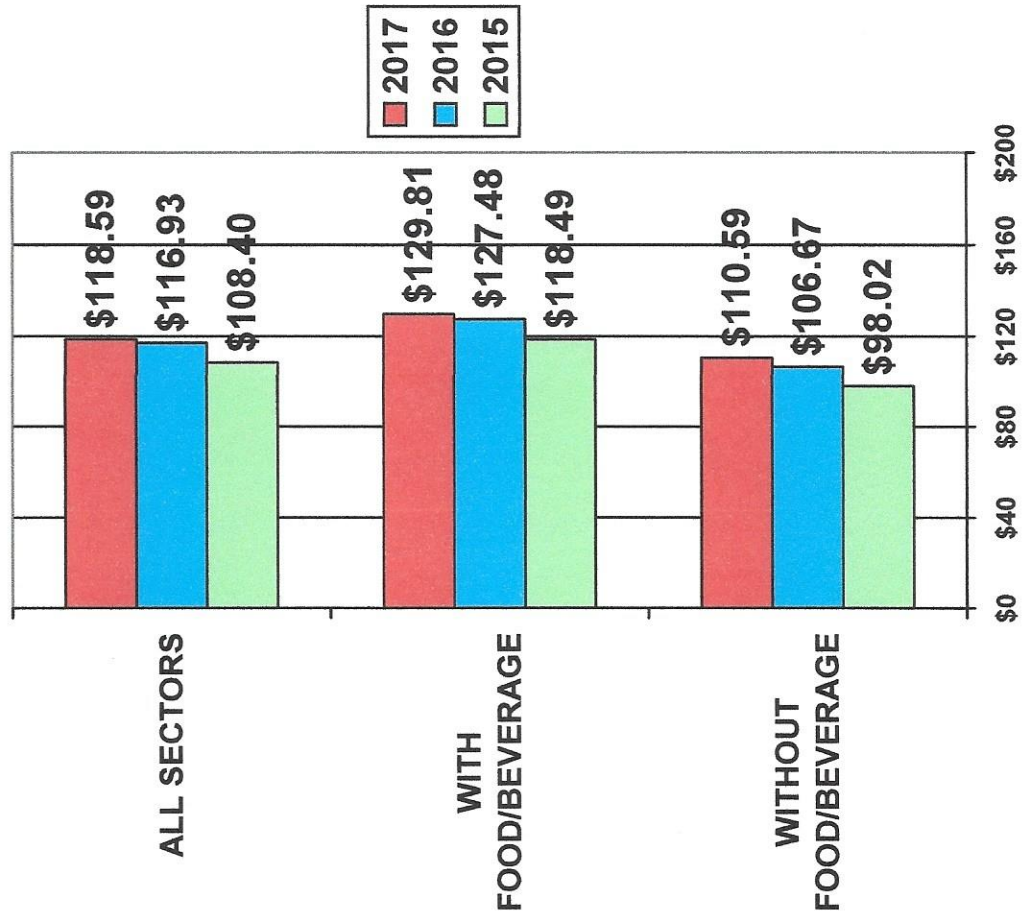




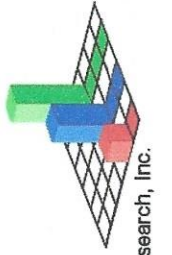
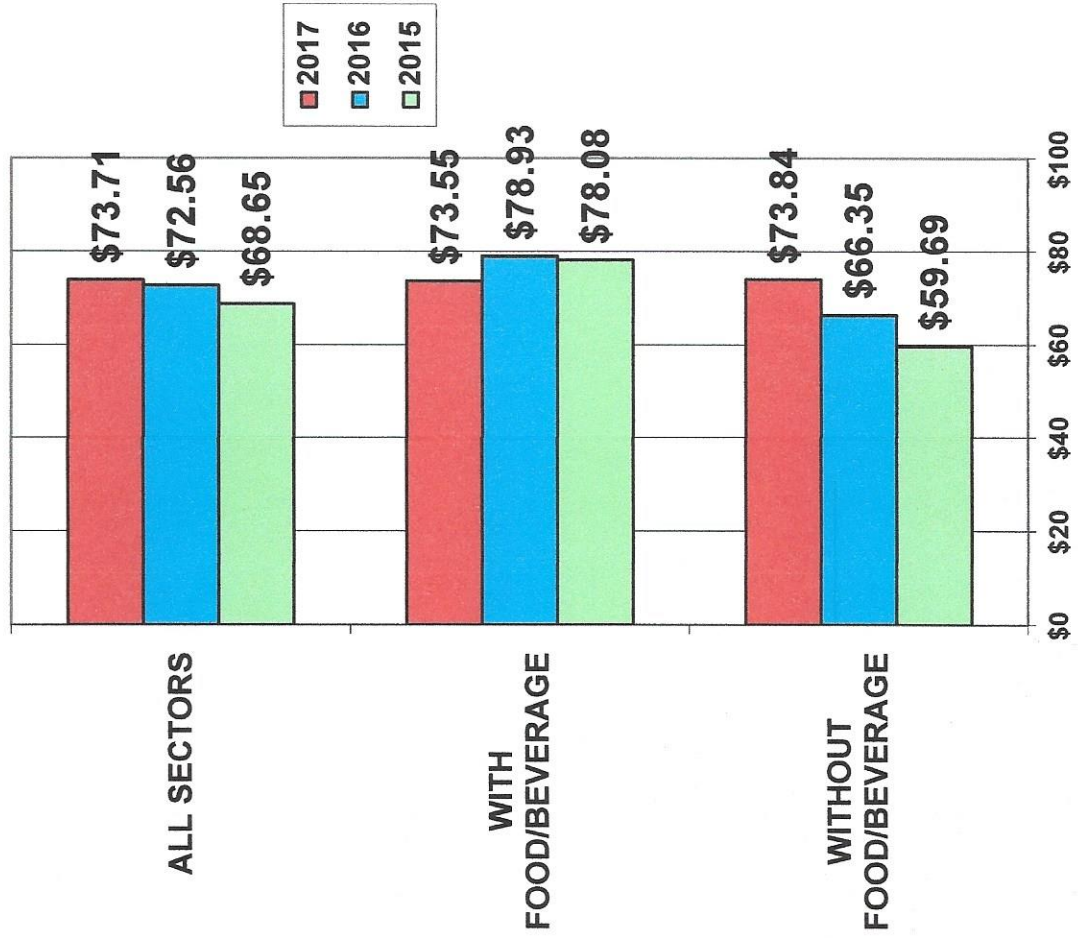
**VOLUSIA OCCUPANCY BY  
FOOD/BEVERAGE -  
MAY 2015 - 2017**



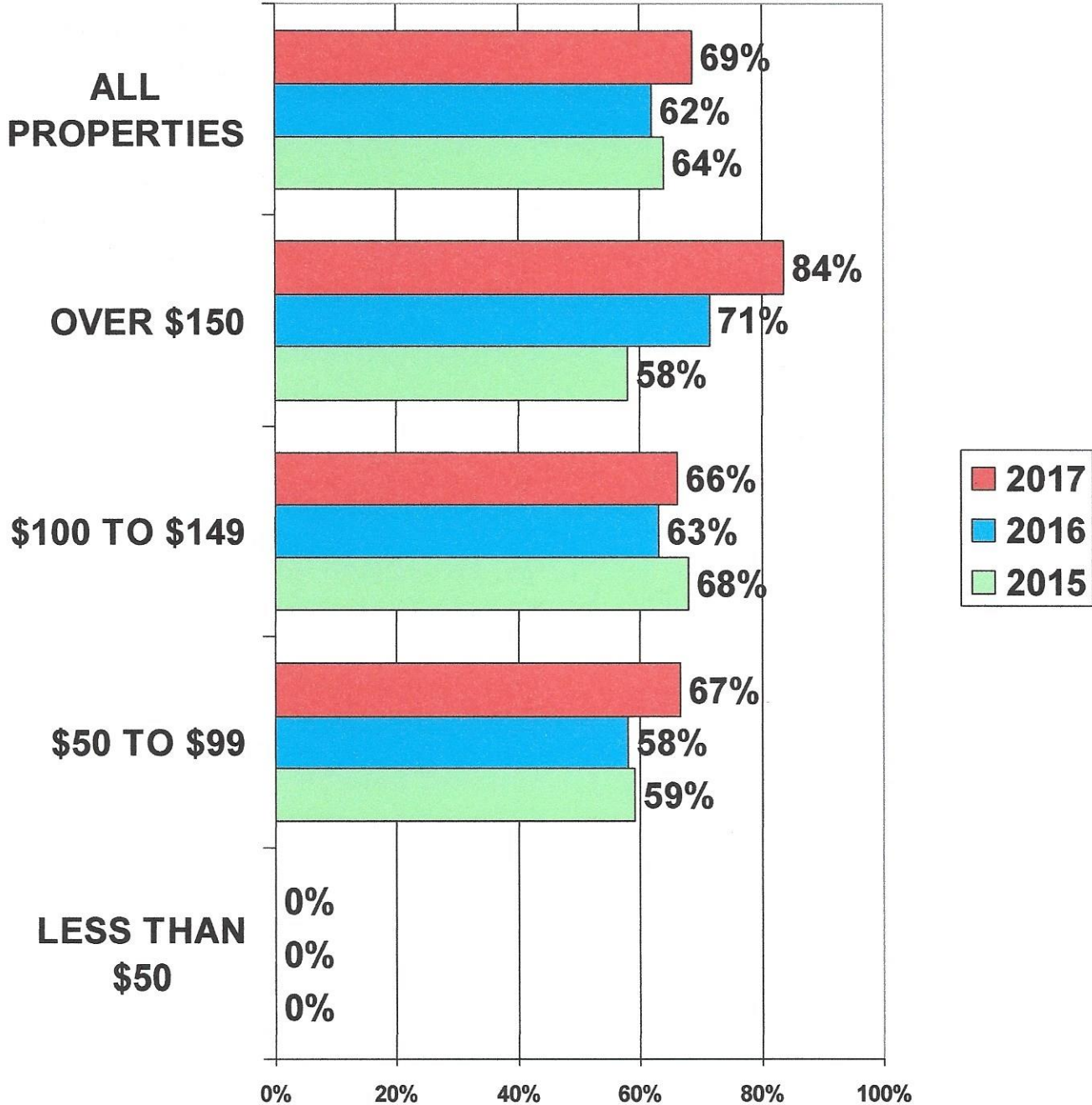
**VOLUSIA AVERAGE DAILY RATE  
BY FOOD/BEVERAGE  
MAY 2015 - 2017**



**VOLUSIA REV/PAR BY  
FOOD/BEVERAGE -  
MAY 2015 - 2017**



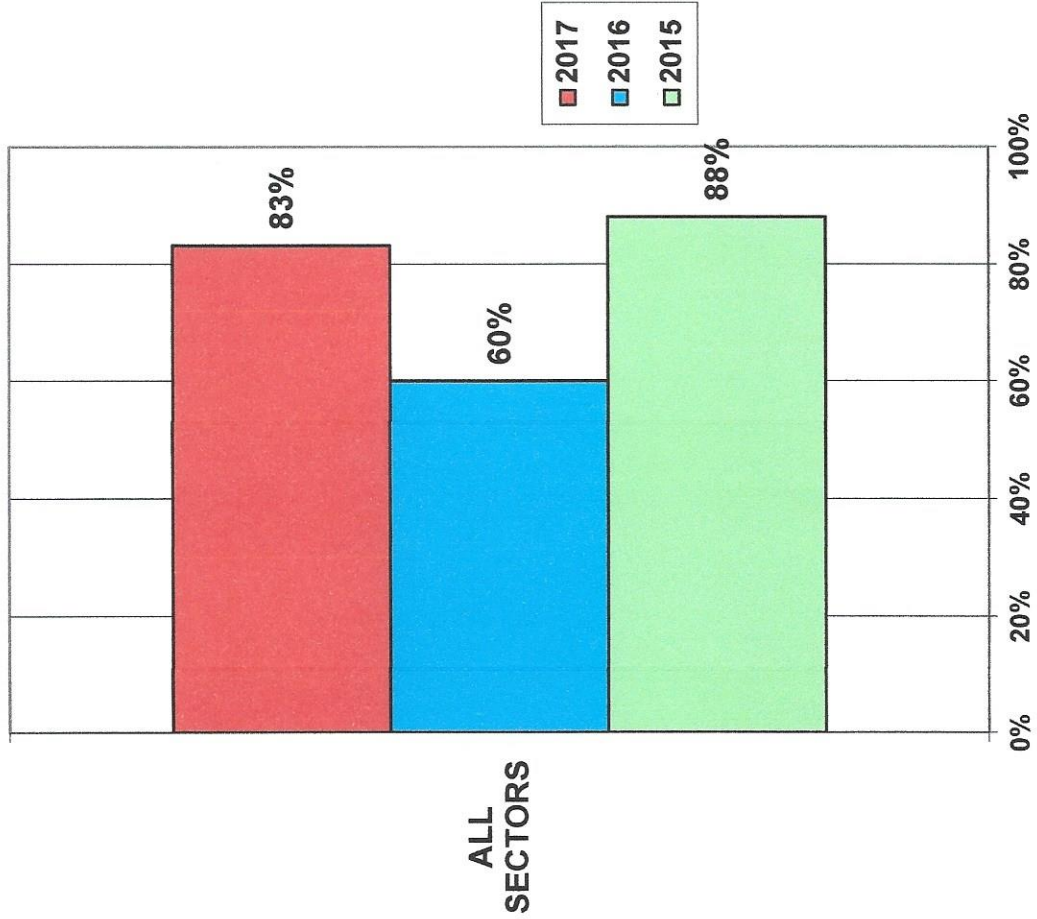
# VOLUSIA HOTEL/MOTEL OCCUPANCY BY PRICE RANGE - MAY 2015 - 2017



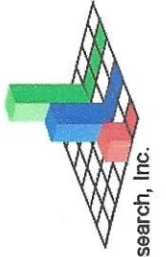
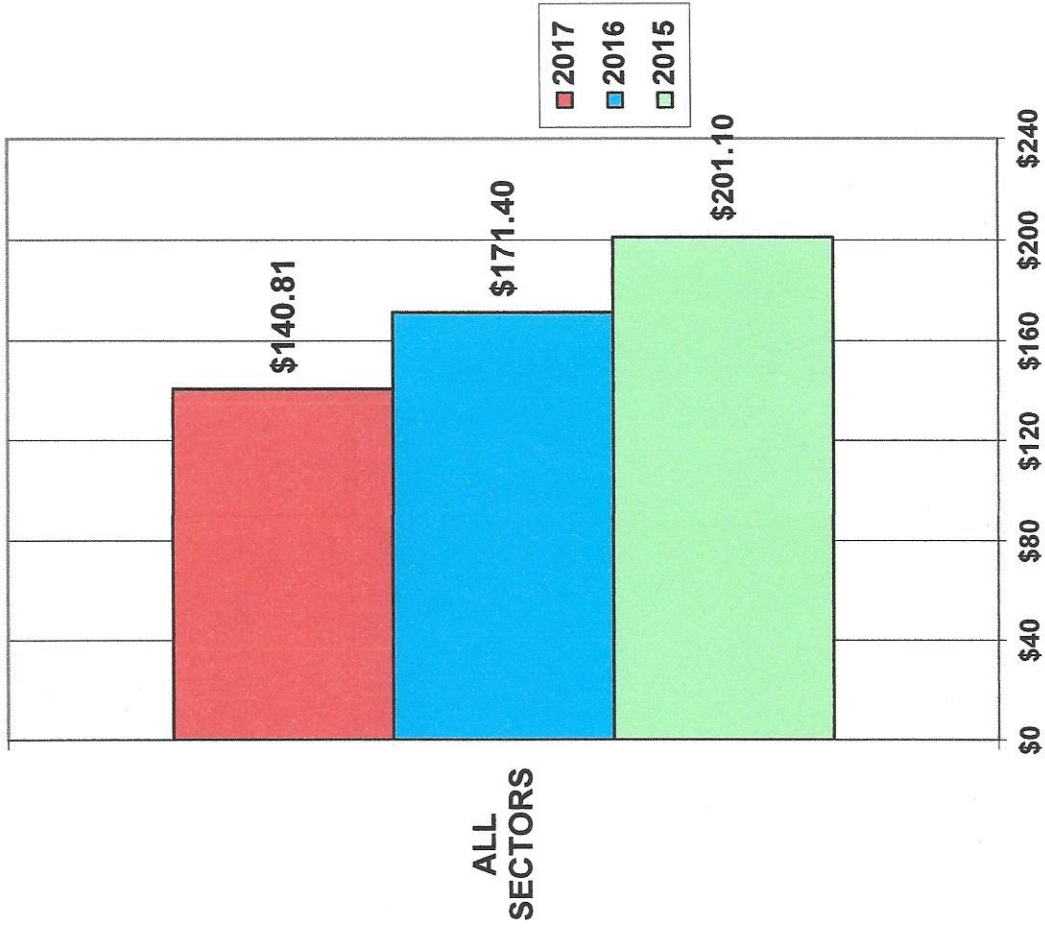
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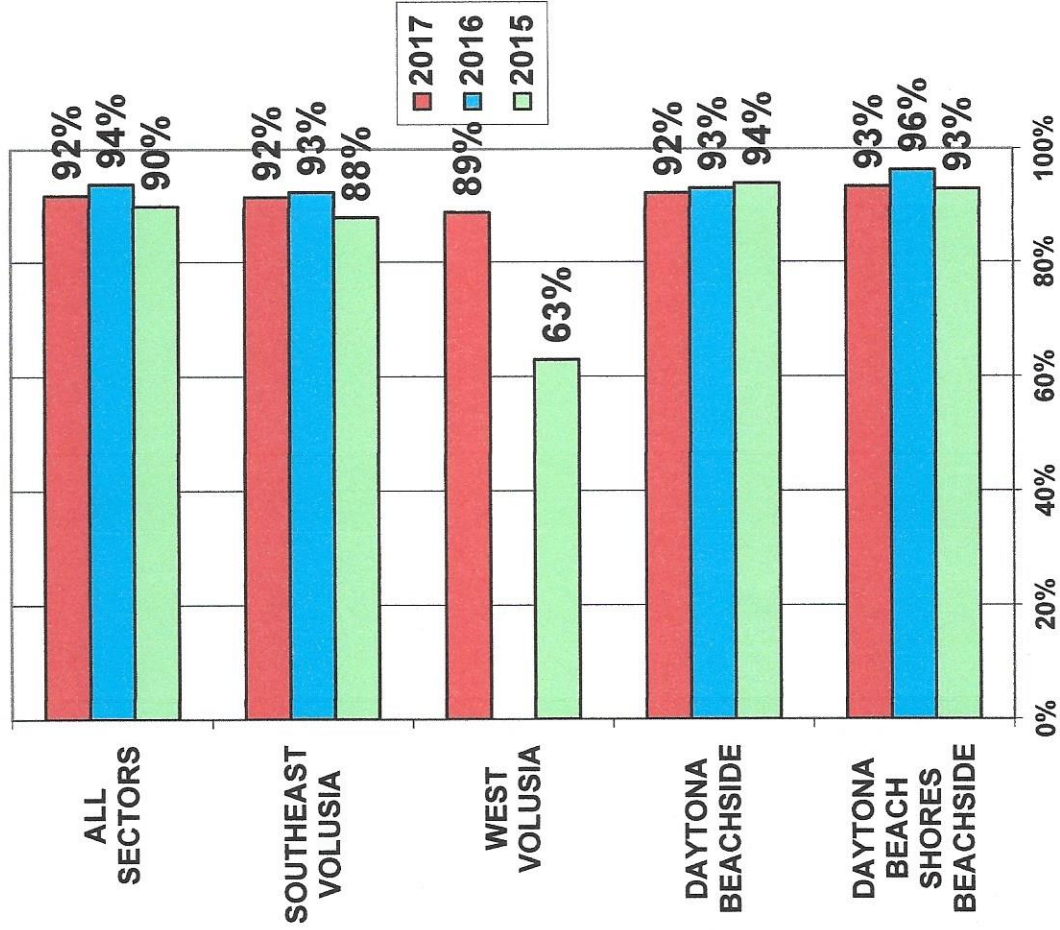
**VOLUSIA OCCUPANCY  
BY CONDO/TIMESHARES -  
MAY 2015 - 2017**



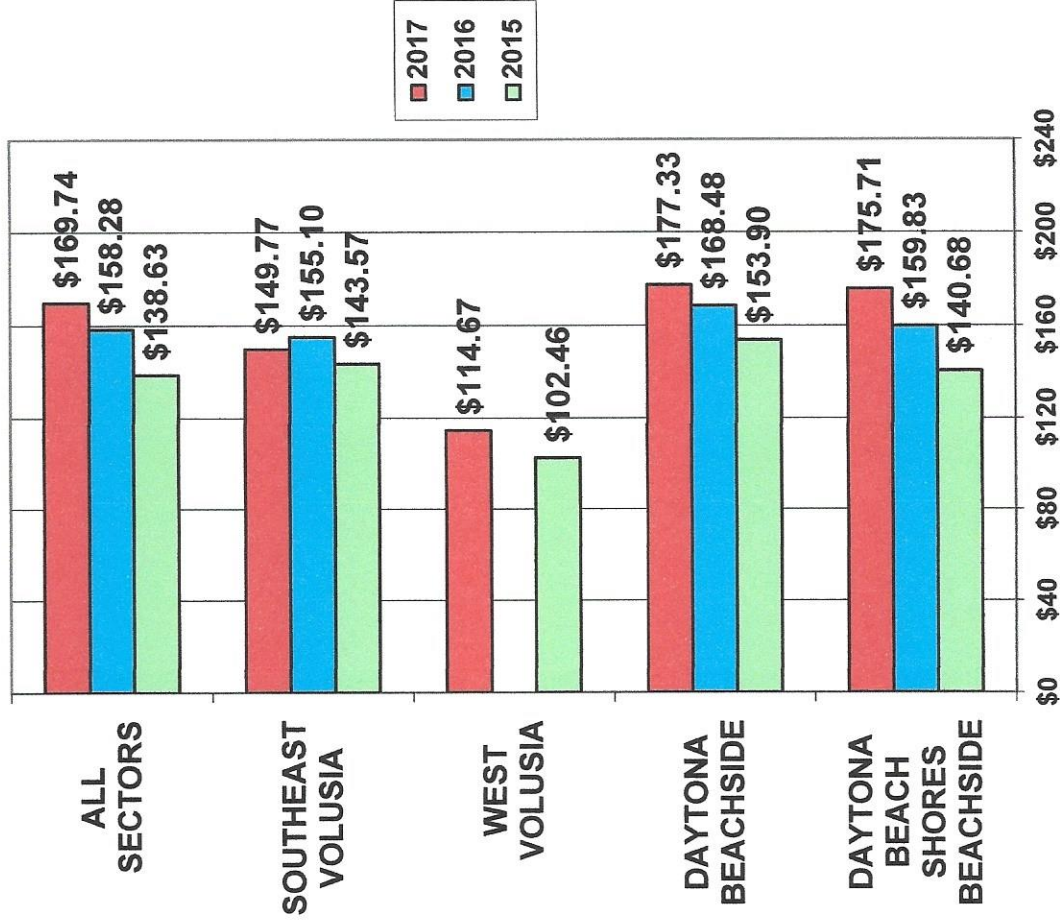
**VOLUSIA AVERAGE DAILY RATE BY  
CONDO/TIMESHARES -  
MAY 2015 - 2017**



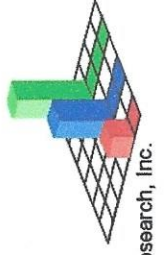
**VOLUSIA OCCUPANCY  
BY AREA SECTORS -  
MEMORIAL DAY WEEKEND  
2015 - 2017**



**VOLUSIA AVERAGE DAILY RATE BY  
AREA SECTORS -  
MEMORIAL DAY WEEKEND  
2015 - 2017**

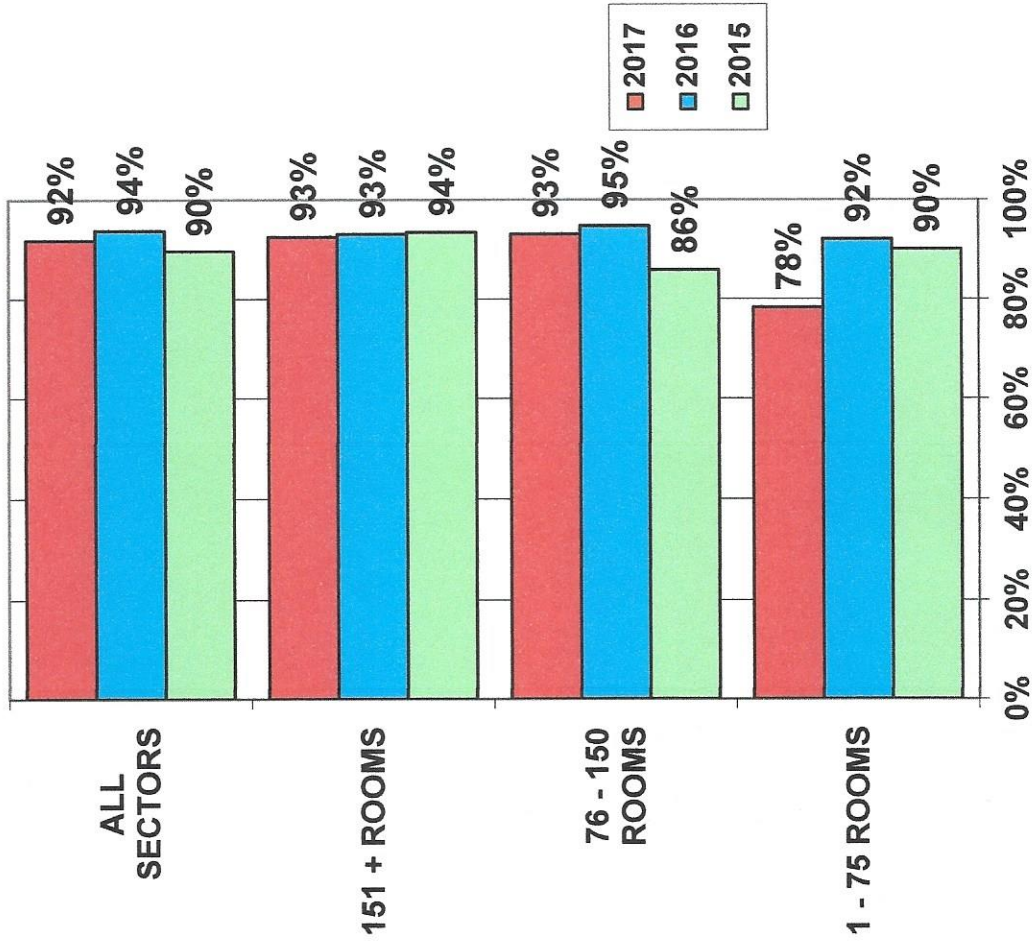


AREA SECTORS WITH FEWER THAN FIVE  
PROPERTIES REPORTING ARE NOT INCLUDED.

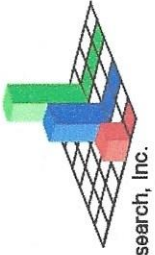
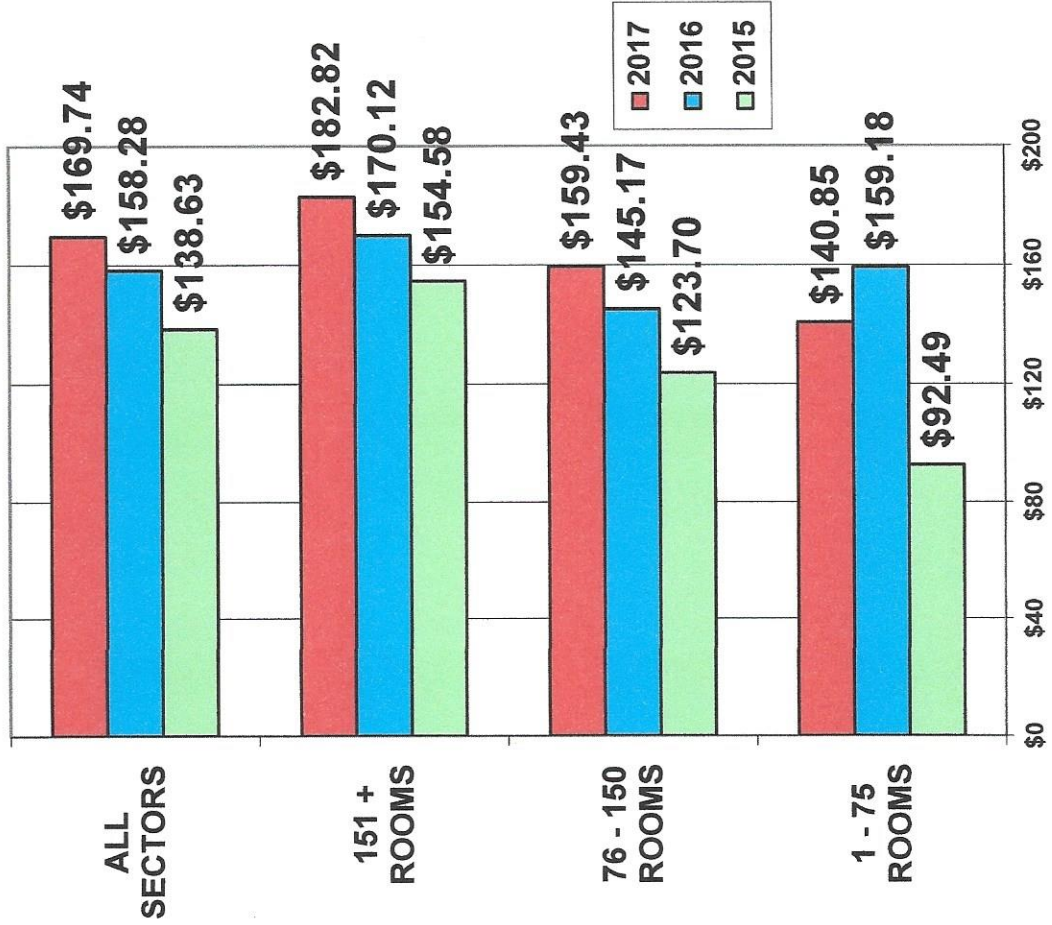




**VOLUSIA OCCUPANCY  
BY PROPERTY SIZE -  
MEMORIAL DAY WEEKEND  
2015 - 2017**

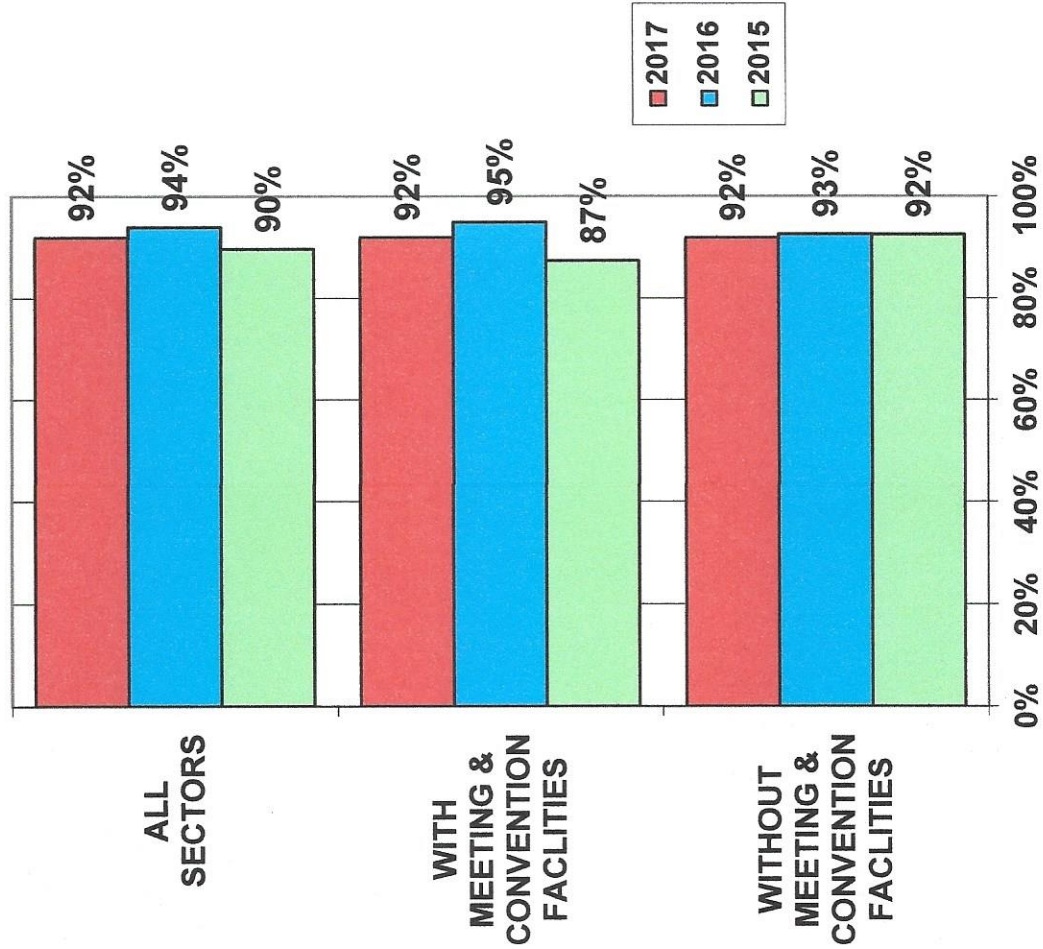


**VOLUSIA AVERAGE DAILY RATE  
BY PROPERTY SIZE -  
MEMORIAL DAY WEEKEND  
2015 - 2017**

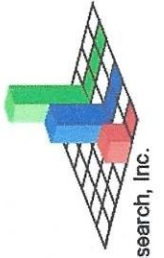
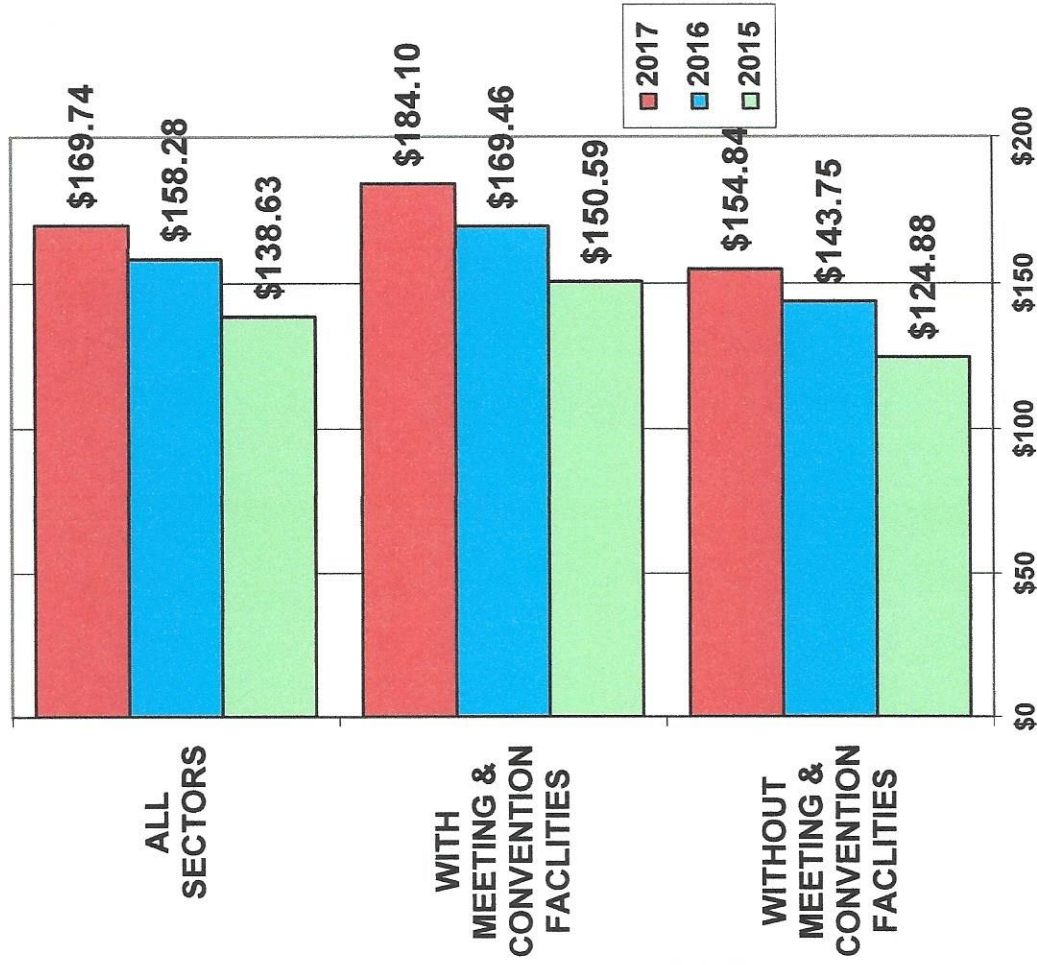




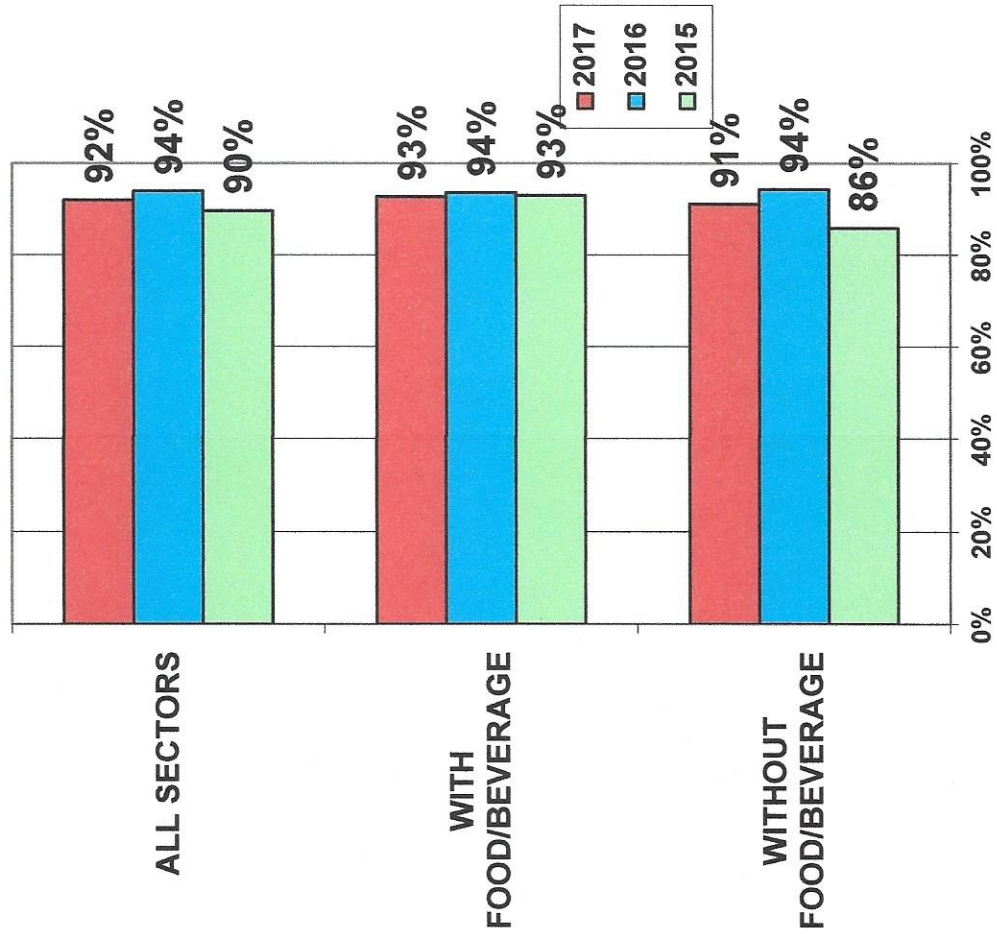
**VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - MEMORIAL DAY WEEKEND 2015 - 2017**



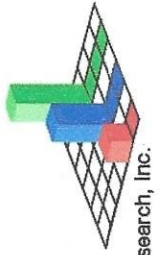
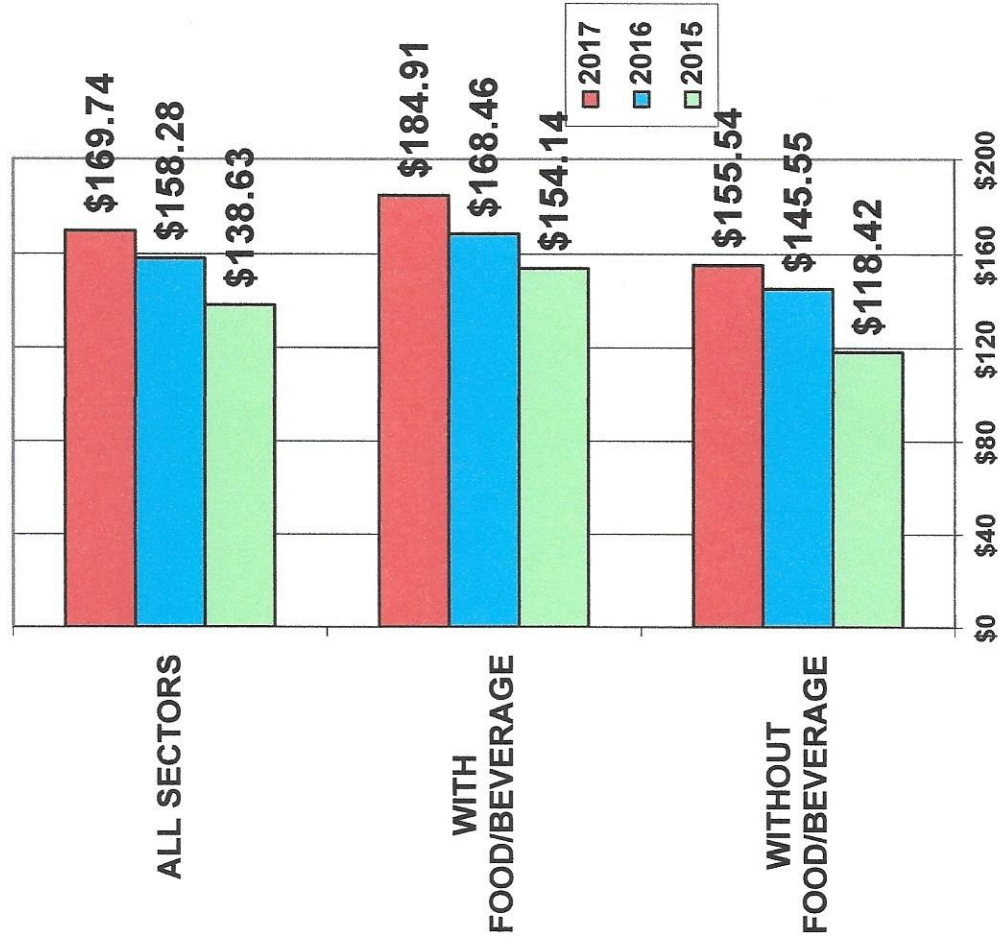
**VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - MEMORIAL DAY WEEKEND 2015 - 2017**



**VOLUSIA OCCUPANCY BY  
FOOD/BEVERAGE -  
MEMORIAL DAY WEEKEND  
2015 - 2017**



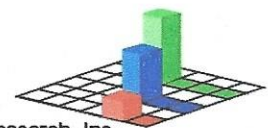
**VOLUSIA AVERAGE DAILY RATE BY  
FOOD/BEVERAGE  
MEMORIAL DAY WEEKEND  
2015 - 2017**



**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>
<b>DAYTONA BEACH SHORES BEACHSIDE</b>													
ACAPULCO HOTEL & RESORT	133												CLOSED
BAHAMA HOUSE	95	X	X	X	X	X							
BEST WESTERN PLUS AKU TIKI	132	X	X	X	X	X							
EL CARIBE RESORT & CONF. CENTER	112	X	X	X	X	X							
HAMPTON DAYTONA SHORES OCEANFRONT	111	X	X	X	X	X							
HOLIDAY INN EXPRESS OCEANFRONT	100	--	--	X	X	X							
HYATT PLACE	143	X	X	X	X	X							
LEXINGTON INN & SUITES	101	X	X	X	X	X							
OCEAN COURT MOTEL	33	X	X	X	X	X							
OCEANSIDE INN	191	X	X	X	X	X							
PERRY'S OCEAN EDGE RESORT	200	X	X	X	X	X							
RESIDENCE INN DAYTONA BEACH OCEANFRONT	105			X	X	X							
SHORES RESORT & SPA	212	X	X	X	X	X							
SUN VIKING LODGE	91	X	X	X	X	X							
<b>DAYTONA BEACHSIDE</b>													
BEST WESTERN DAYTONA INN	96	X	X	X	X	X							
DAYTONA BEACH REGENCY	98	--	X	CLOSED									X
DAYTONA BEACH RESORT	303	X	X	X	X	X							
DAYTONA INN BEACH RESORT	65		X	X	X	X							
HILTON DAYTONA BEACH RESORT	742	X	X	X	X	X							
HOLIDAY INN HOTEL ON THE OCEAN	123	X	X	X	X	X							
HOLIDAY INN RESORT DAYTONA	188	X	X	X	X	X							
LA PLAYA RESORT	238												CLOSED
NAUTILUS INN	90	X	X	X	X	X							
OCEAN BREEZE CLUB HOTEL	206	X	X		X	X							
PLAZA RESORT & SPA	322	X	X	X	X	X							
SILVER BEACH CLUB	74	--	--	X	X	X							
THE VILLA BED AND BREAKFAST	4	X	X		X	X							
WYNDHAM OCEAN WALK	127	X	X	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>
<b>ORMOND BEACHSIDE</b>													
BEST WESTERN CASTILLO DEL SOL	147	X	X	X	X	X							
CORAL SANDS OCEAN FRONT	102	--	X		X	X							
COVE ON ORMOND BEACH	112	--	--	X	X	X							
<b>HIGHWAY I-95 INTERSECTIONS</b>													
BEST WESTERN SPEEDWAY	151	X	X	X	X	X							
*COUNTRY INN & SUITES PORT ORANGE	87	X	X	X	X	X							
HOWARD JOHNSON DESTINATION DAYTONA	79	X	X	X	X	X							
SLEEP INN	82	X	X	X	X	X							
<b>AIRPORT/SPEEDWAY DISTRICT</b>													
DAYTONA BEACH COURTYARD	122	X	X	X	X	X							
DAYTONA BEACH RESIDENCE INN	122	X	X	X	X	X							
HAMPTON INN AIRPORT	122	X	X	X	X	X							
HILTON GARDEN INN D B AIRPORT	115	X	X	X	X	X							
HOMEWOOD SUITES	94	X	X	X	X	X							
QUALITY INN DAYTONA	64	X	X	X	X	X							
<b>WEST VOLUSIA</b>													
ALLING HOUSE BED AND BREAKFAST ORANGE CITY	8	X	X	X	X	X							
ARTISAN DOWNTOWN	8	X	X	X	X	X							
COMFORT INN DELAND	68	X	X	X	X	X							
DAYS INN ORANGE CITY	37	X	X									X	
HAMPTON INN DEBARY	76	X	X	X	X	X							
HAMPTON INN DELAND	94	X	X	X	X	X							
HOLIDAY IN EXPRESS ORANGE CITY	114					X	X						
HONTOON LANDING	18	X	X	X	X	X							
<b>SE VOLUSIA</b>													
BEST WESTERN HOTEL	101	X	X	X	X	X							
COASTAL WATERS INN	40	X	X	X	X	X							
*COUNTRY INN & SUITES PORT ORANGE	87	X	X	X	X	X							
HAMPTON INN	122	X	X	X	X	X							
INN ON THE AVENUE	6	X	X	X	X	X							
OCEAN TRILLIUM SUITES	32	X	X	X	X	X							

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

