

# Memo

**To:** HAAA  
**From:** Evelyn Fine  
**Date:** July 12, 2018  
**Subject:** May 2018 Occupancy & Average Daily Rate Report

Overall Daytona Beach Area Occupancy decreased by about 14%, to 58% in May 2018 from 68% in May 2017.

The Daytona Beach Area Average Daily Rate increased about 3%, to \$122.64 in May 2018 from \$119.04 in May 2017.

The Daytona Beach Area Revenue per Available Room decreased about 1%, to \$71.61 in May 2018 from \$72.52 in May 2017.

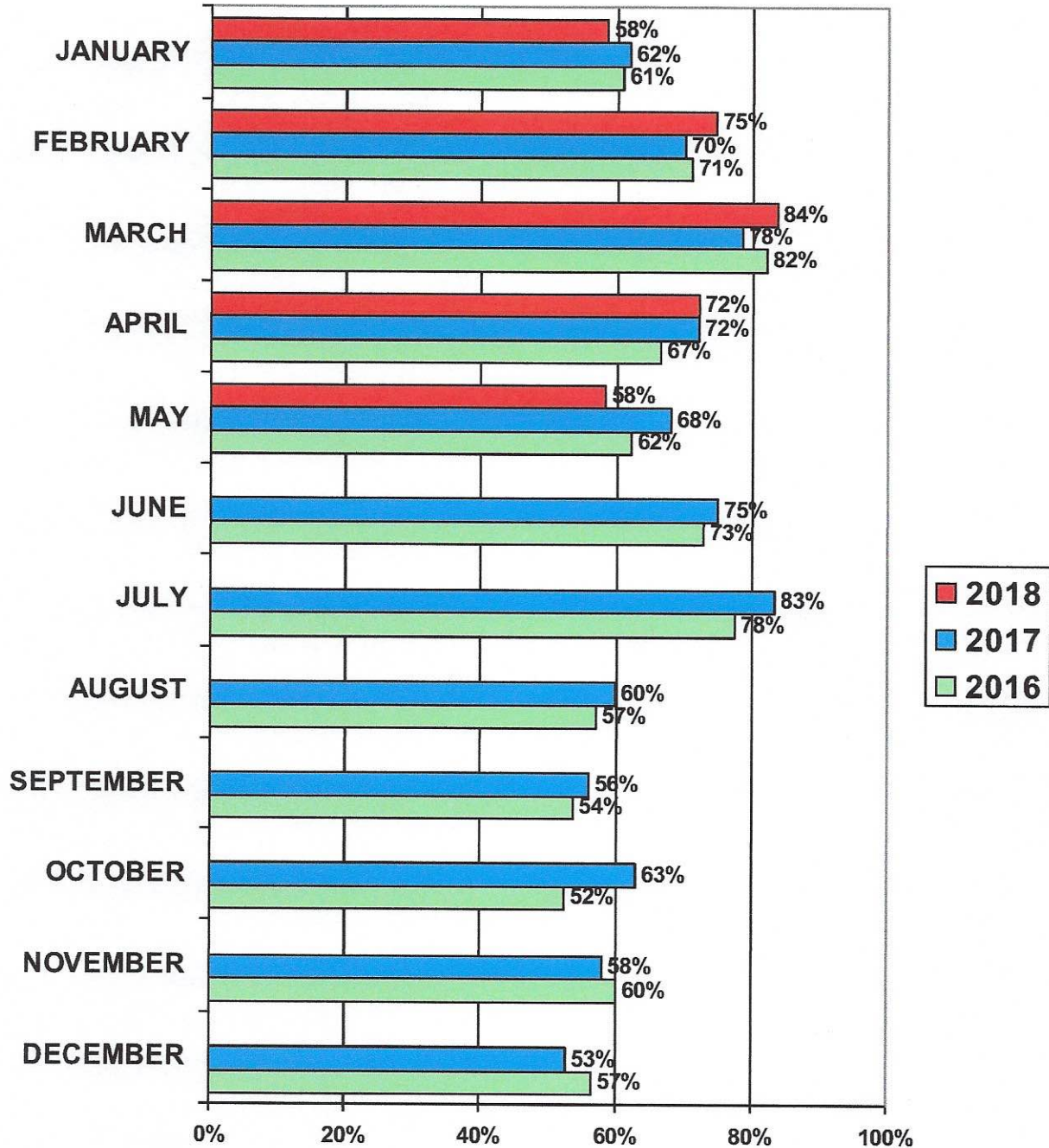
The Country 500 was held at the Speedway during the Memorial Day Weekend. Rainy weather and negative media coverage about the weather resulted in many room cancellations.

A few hotels were still not operating at 100% or were closed due to hurricane damage.

EF/LK

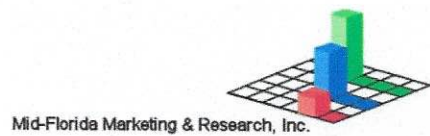


# DAYTONA BEACH HOTEL/MOTEL OCCUPANCY 2016 - 2018



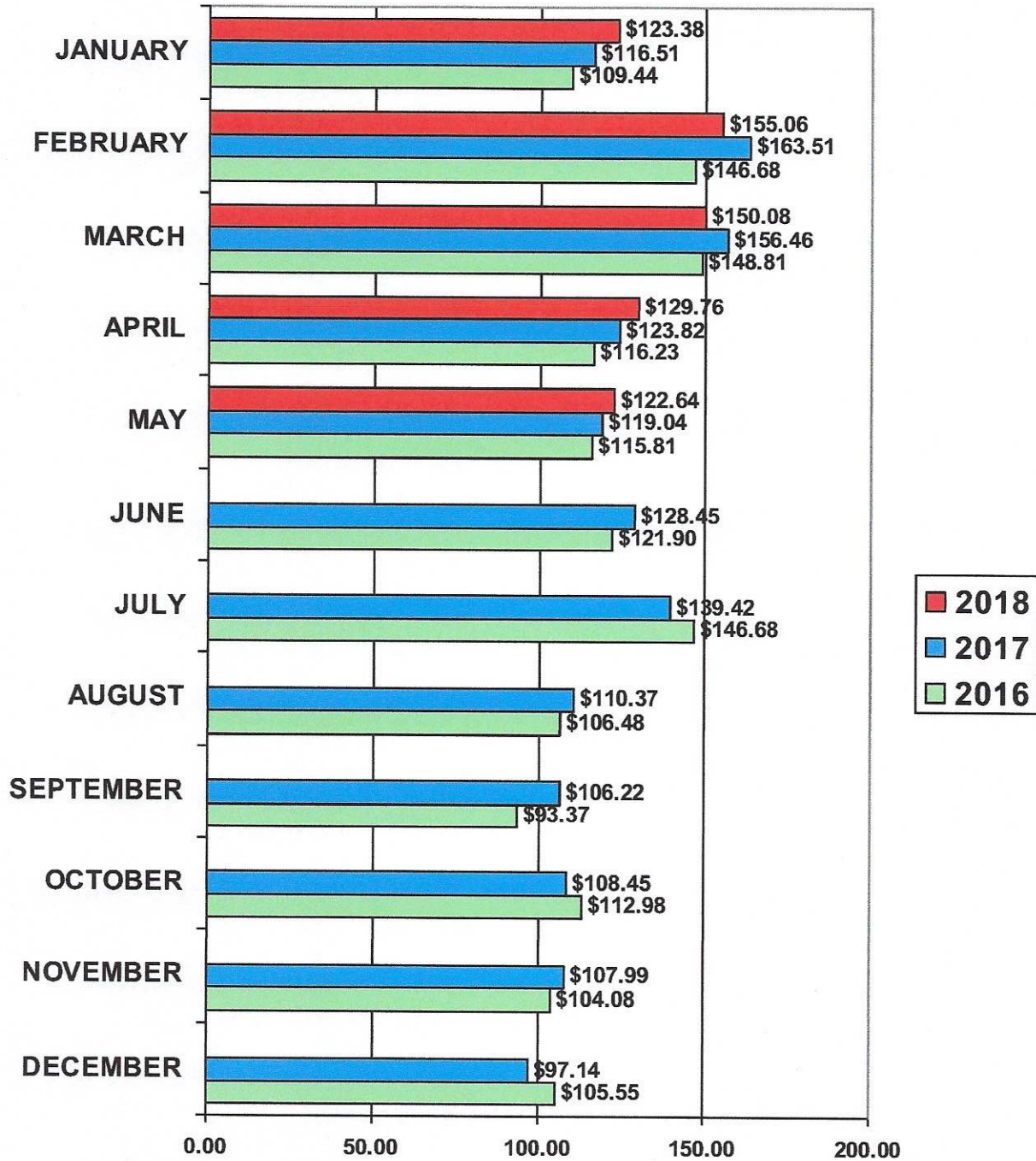
2018 YTD AVG. 71%  
 2017 YTD AVG. 71%  
 2016 YTD AVG. 70%

MAY 2018 HIGH 89%  
 MAY 2018 LOW 25%

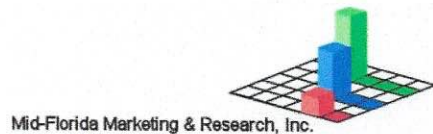


Mid-Florida Marketing & Research, Inc.

# DAYTONA BEACH HOTEL/MOTEL AVERAGE DAILY RATE 2016 - 2018

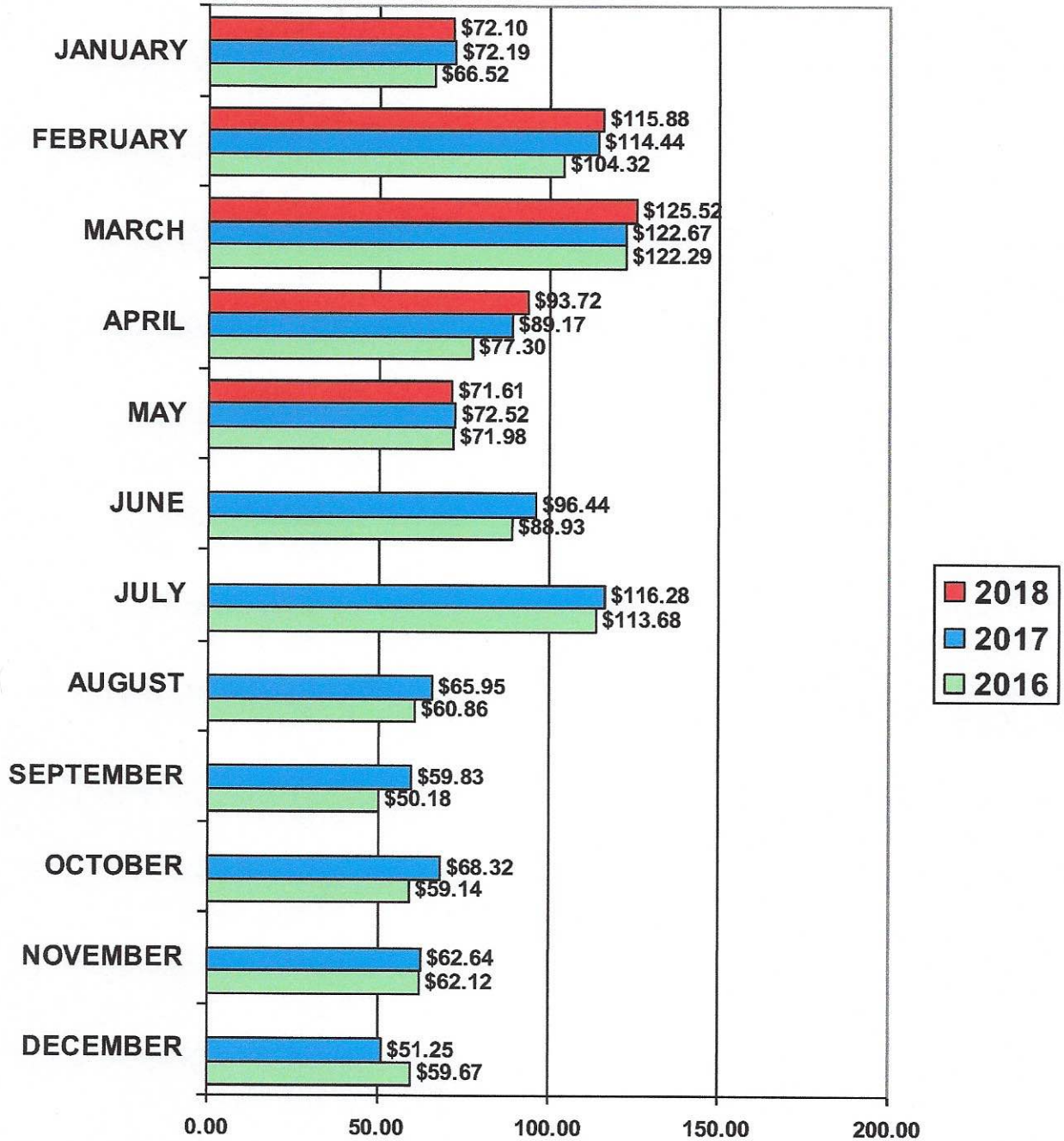


2018 YTD AVG. \$137.55    MAY 2018 HIGH \$ 330.11  
 2017 YTD AVG. \$136.72    MAY 2018 LOW \$ 61.93  
 2016 YTD AVG. \$129.28

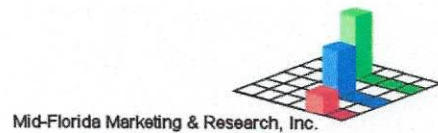




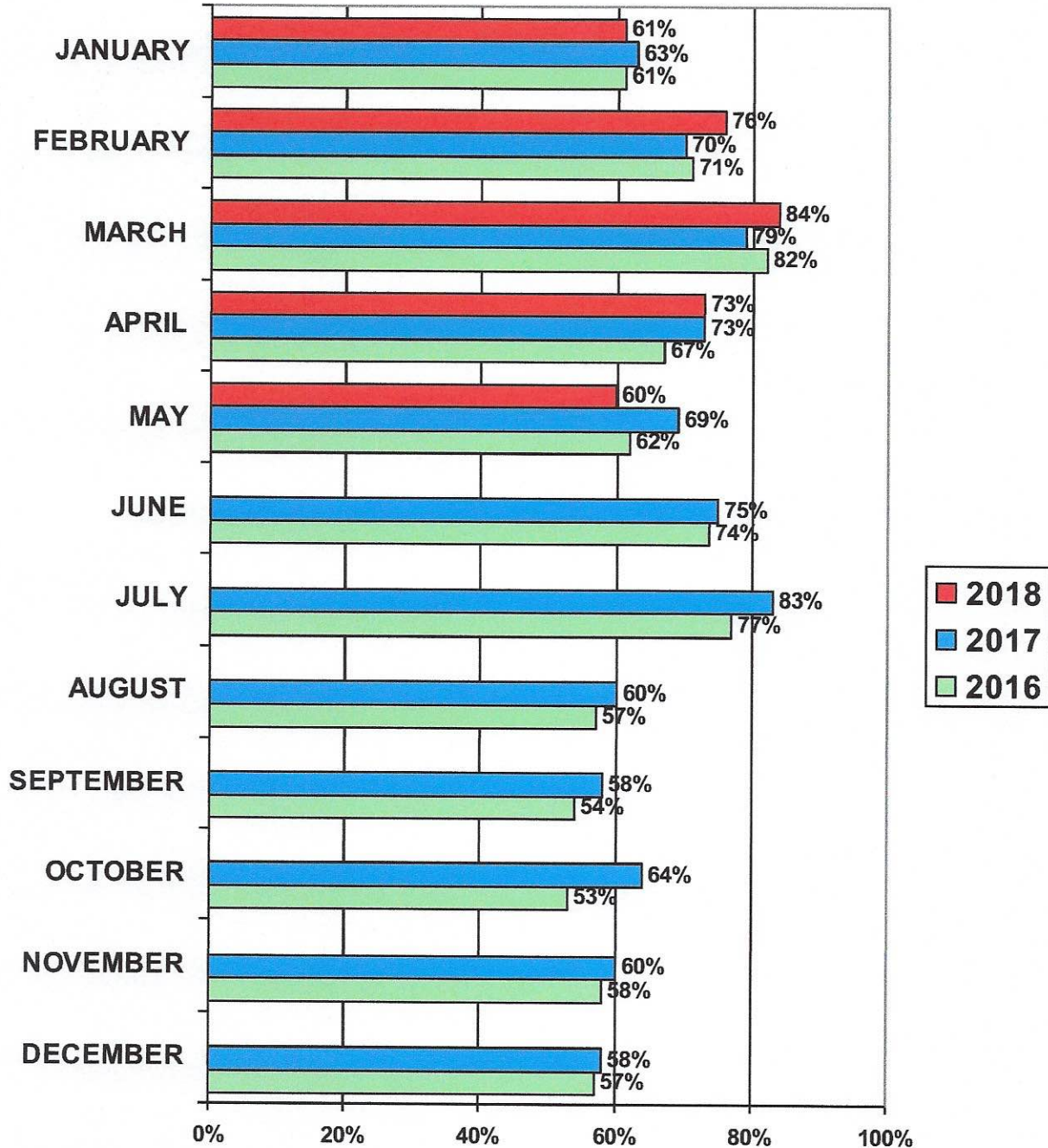
# DAYTONA BEACH HOTEL/MOTEL REV PAR BY MONTH 2016 - 2018



2018 YTD AVG. \$ 97.12  
 2017 YTD AVG. \$ 93.67  
 2016 YTD AVG. \$ 88.73

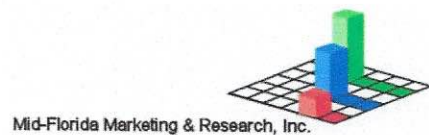


# VOLUSIA HOTEL/MOTEL OCCUPANCY 2016 - 2018



2018 YTD AVG. 70%  
2017 YTD AVG. 71%  
2016 YTD AVG. 69%

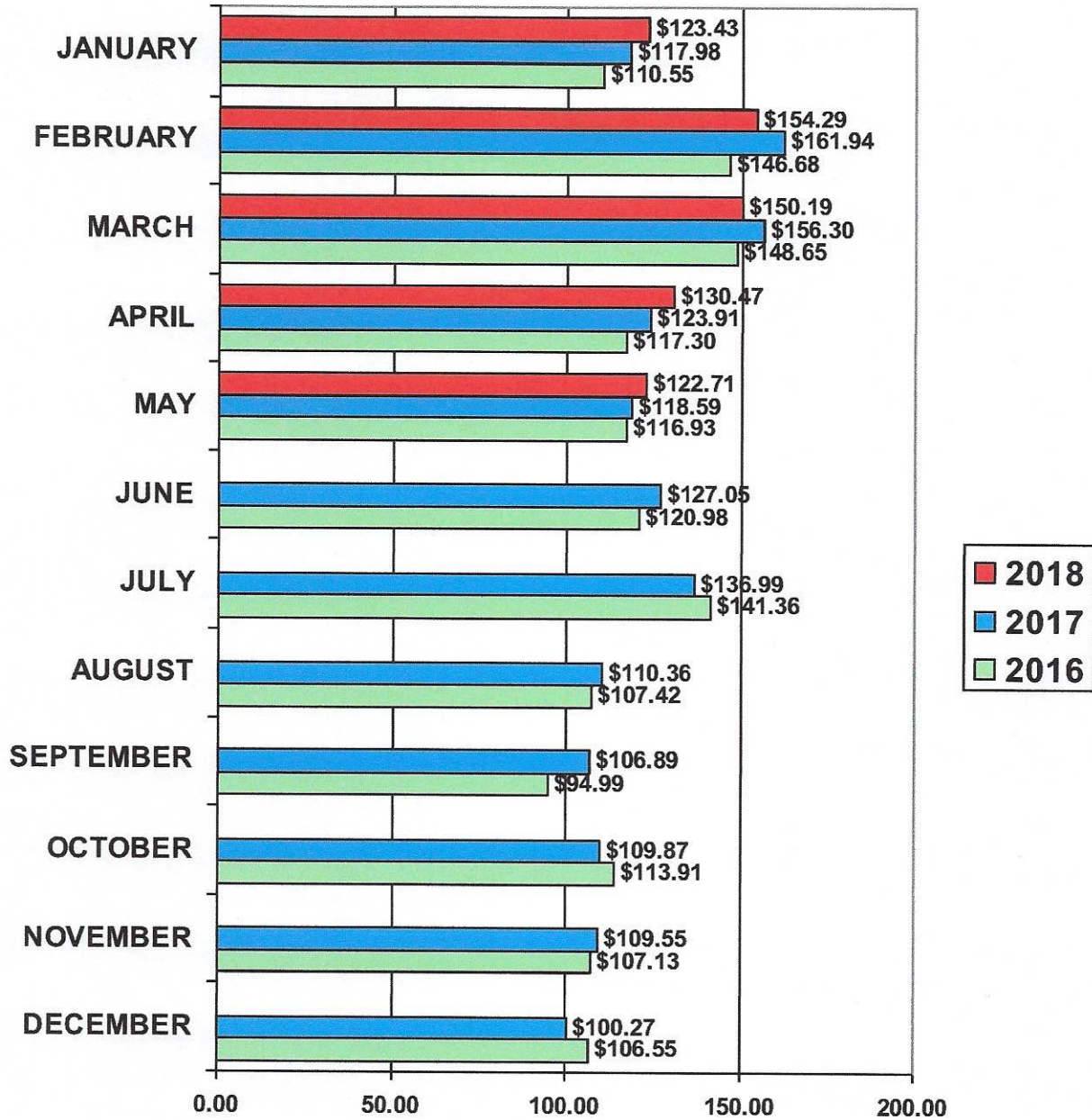
MAY 2018 HIGH 89%  
MAY 2018 LOW 25%



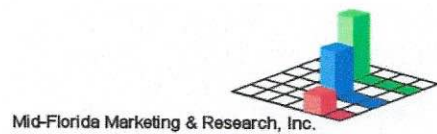
Mid-Florida Marketing & Research, Inc.



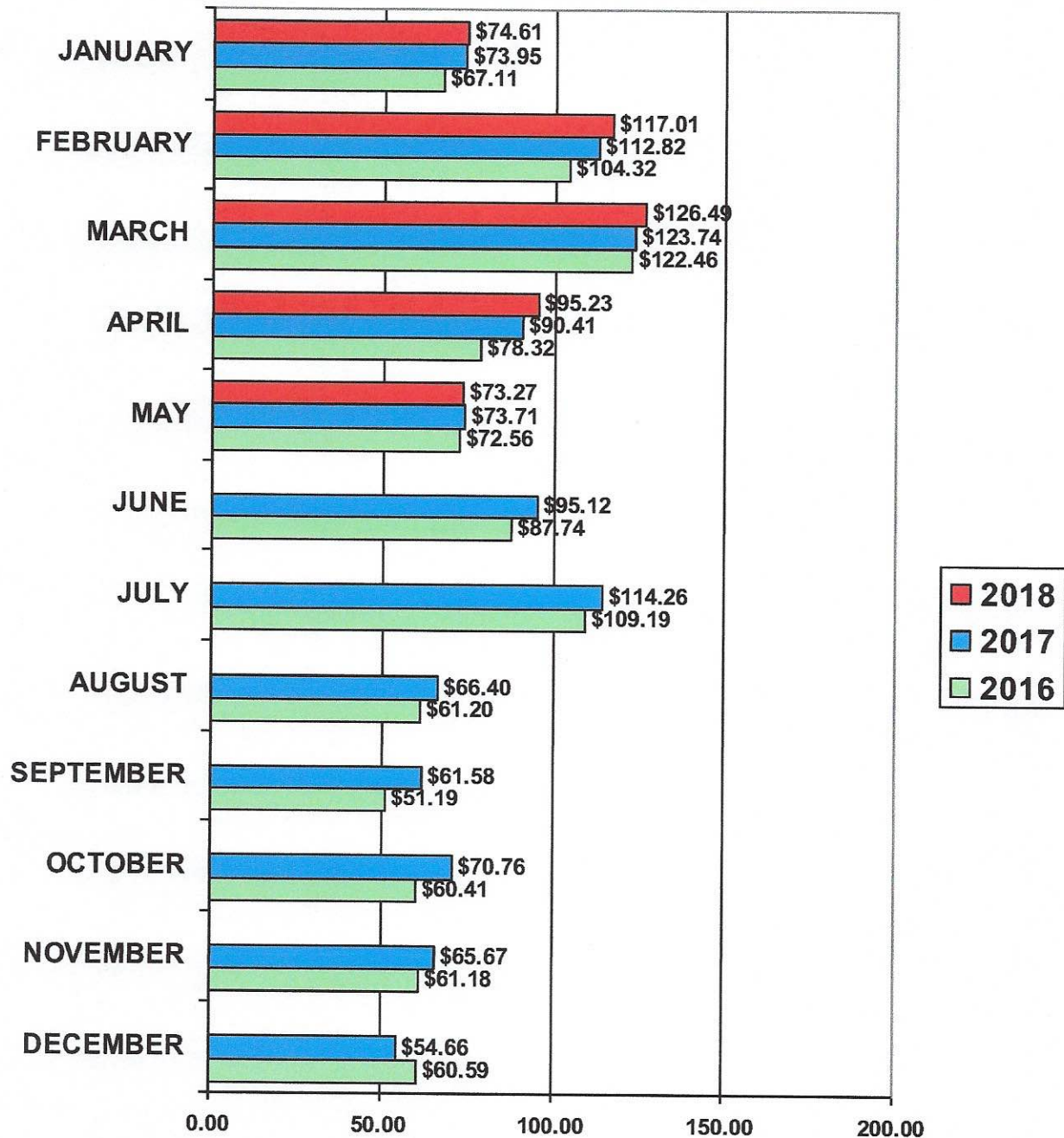
## VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2016 - 2018



2018 YTD AVG. \$137.58    MAY 2018    HIGH \$ 330.11  
 2017 YTD AVG. \$136.36    MAY 2018    LOW \$ 61.93  
 2016 YTD AVG. \$129.56



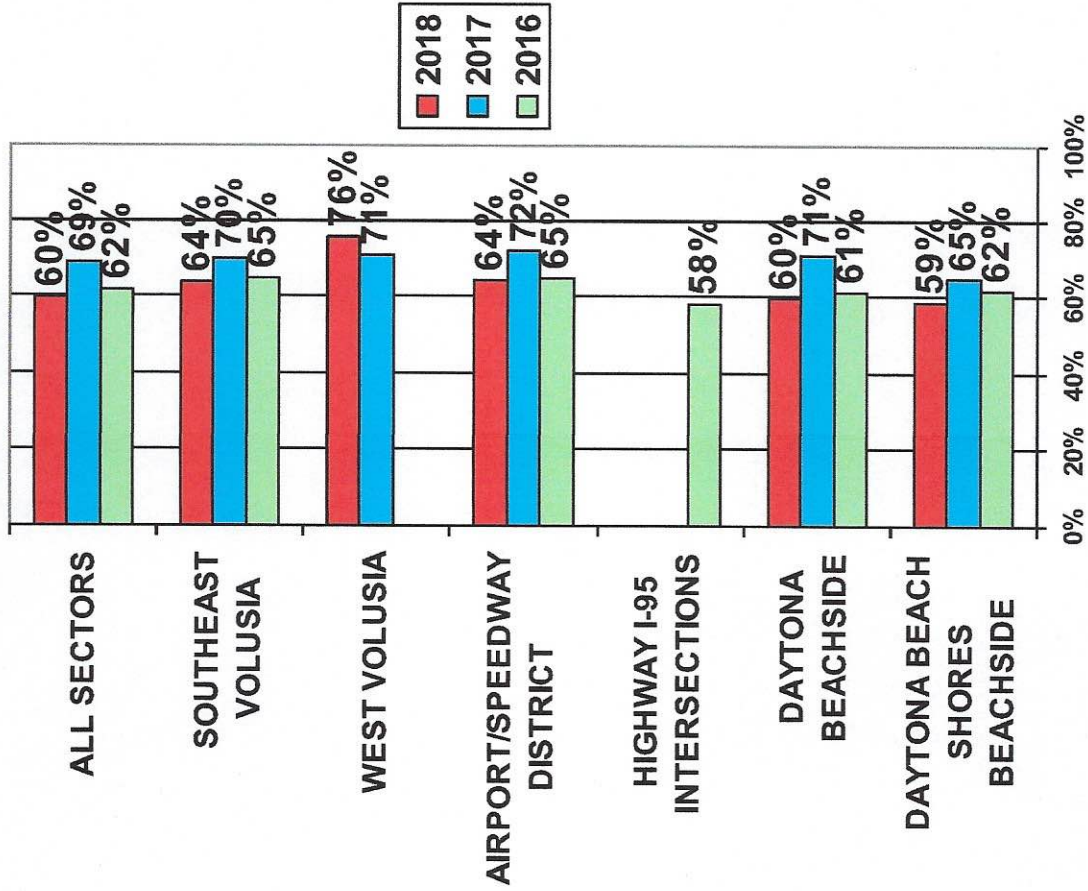
# VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2016 - 2018



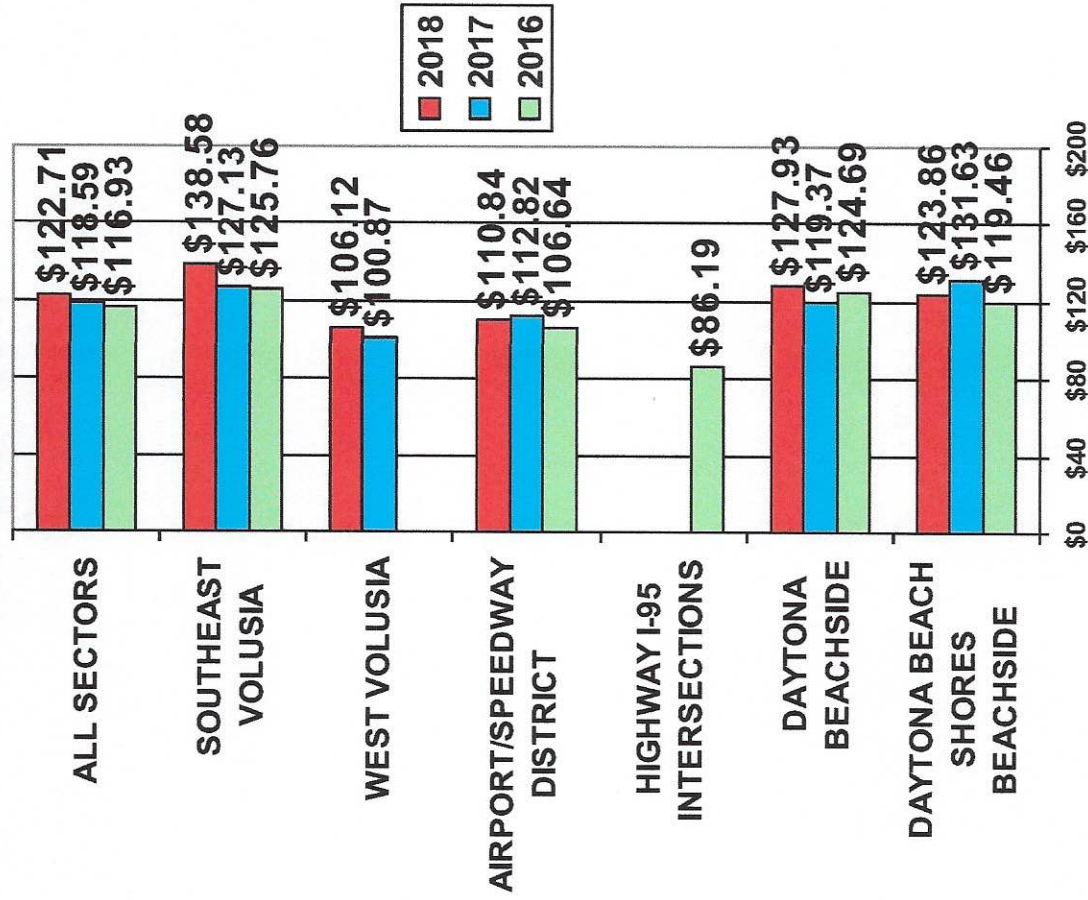
2018 YTD AVG. \$ 95.53  
 2017 YTD AVG. \$ 94.38  
 2016 YTD AVG. \$ 88.95



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



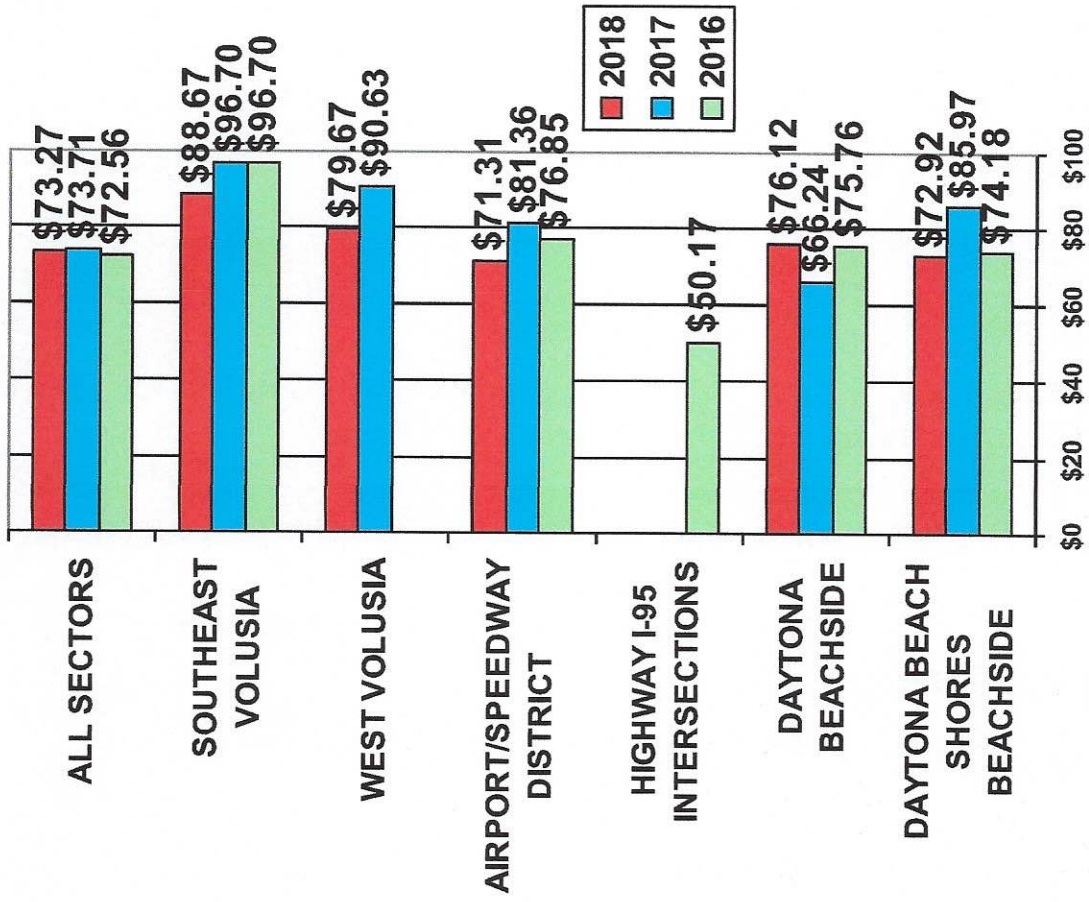
**VOLUSIA AVERAGE DAILY RATE  
BY AREA SECTORS -  
MAY 2016 - 2018**



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



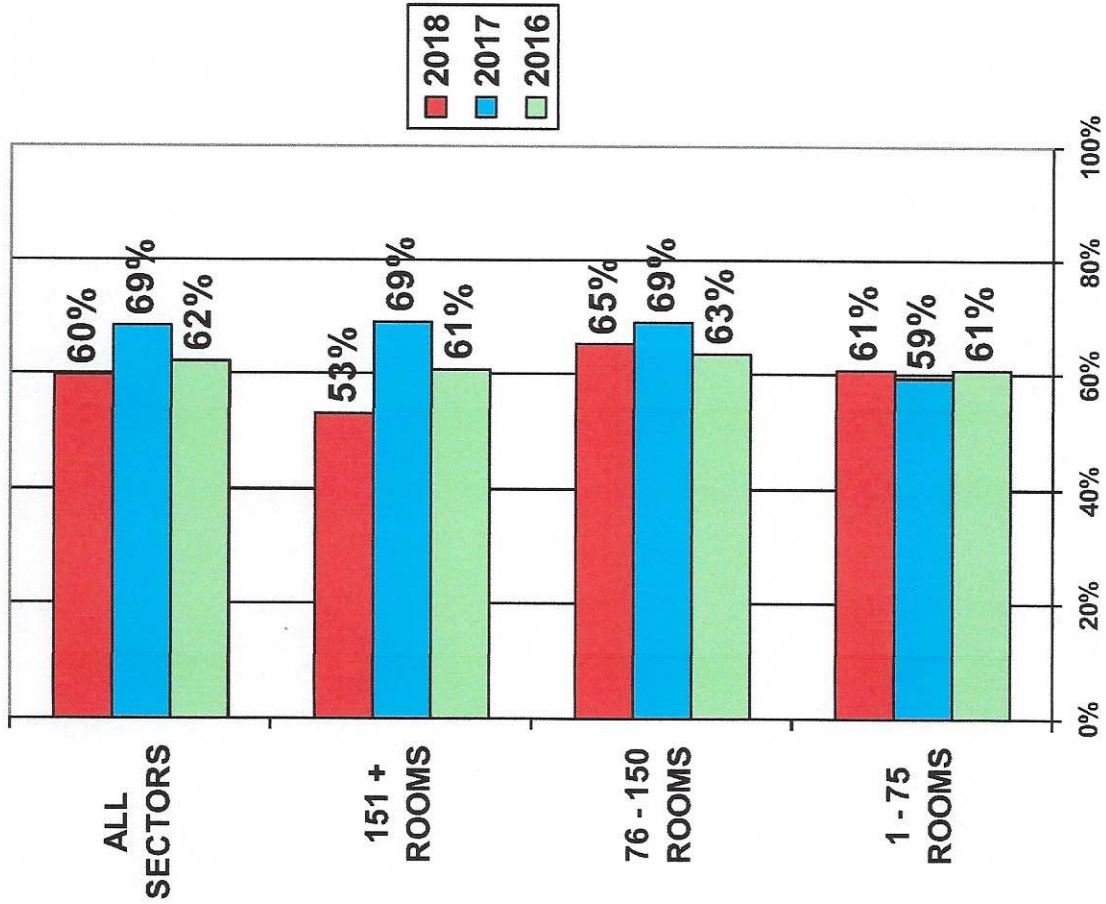
**VOLUSIA REV PAR  
BY AREA SECTORS -  
MAY 2016 - 2018**



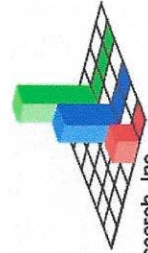
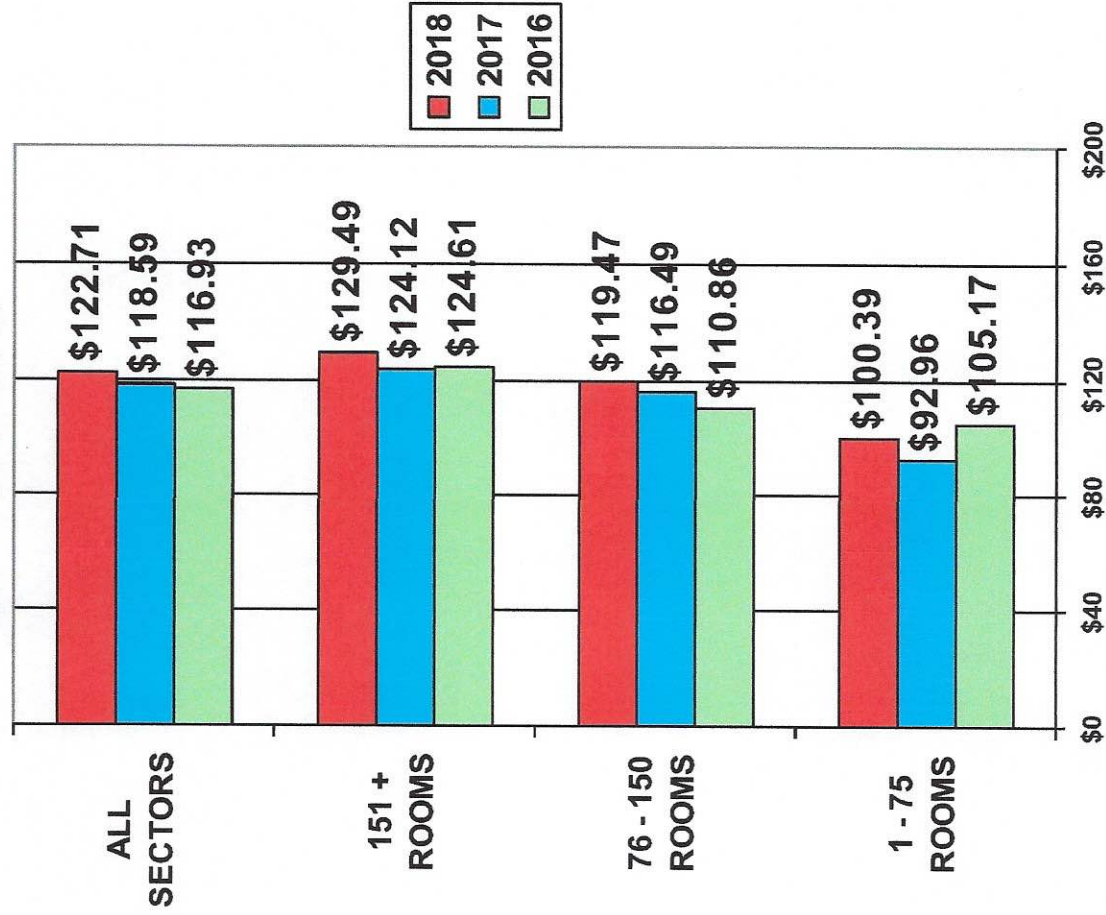
AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.



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

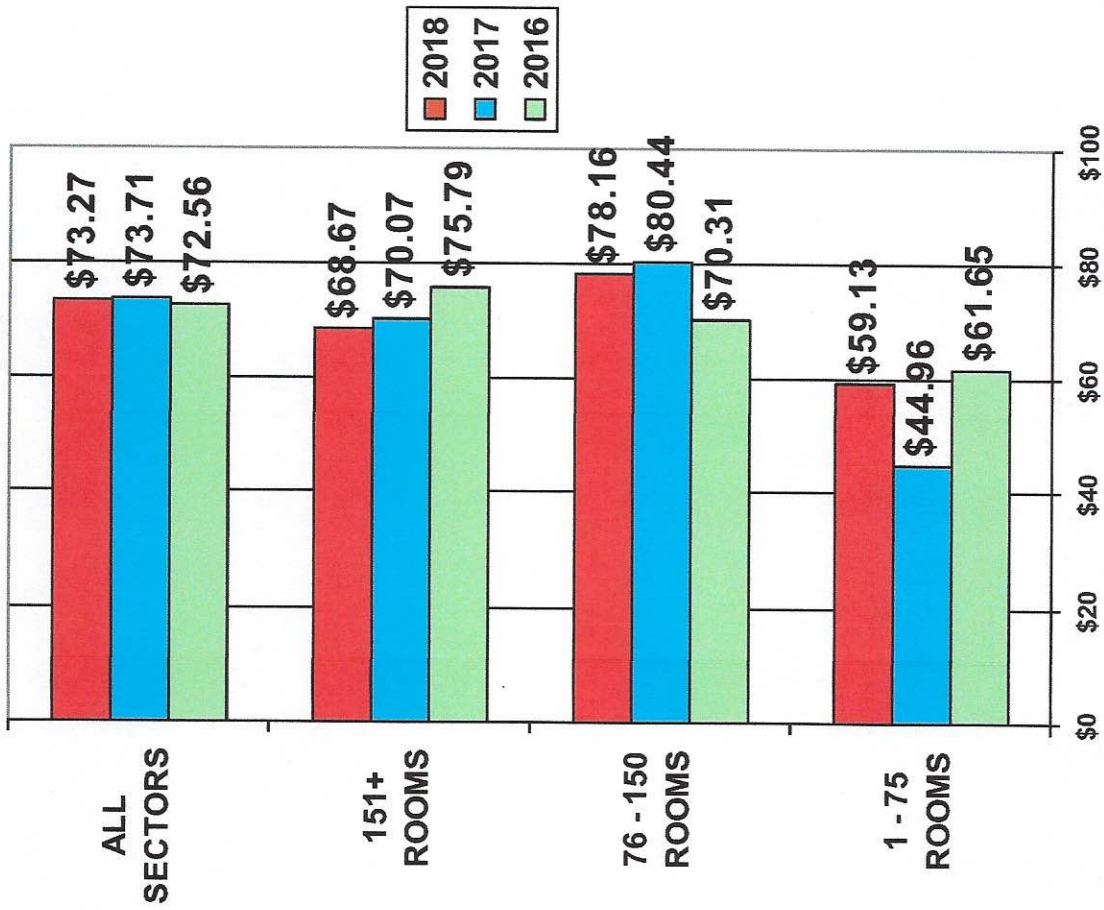


**VOLUSIA AVERAGE DAILY RATE  
BY PROPERTY SIZE -  
MAY 2016 - 2018**

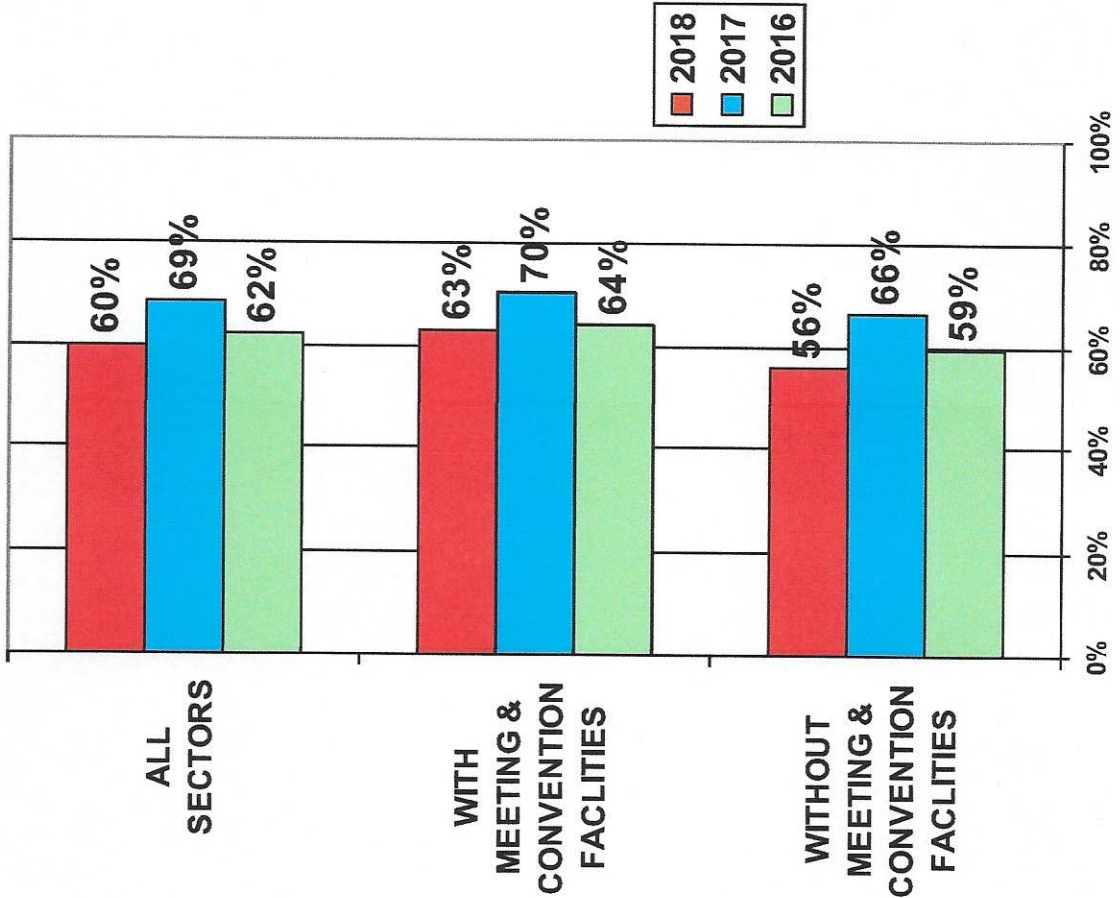




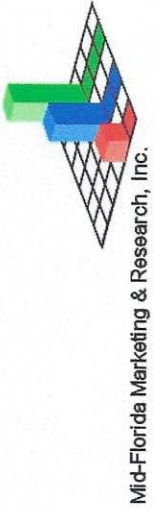
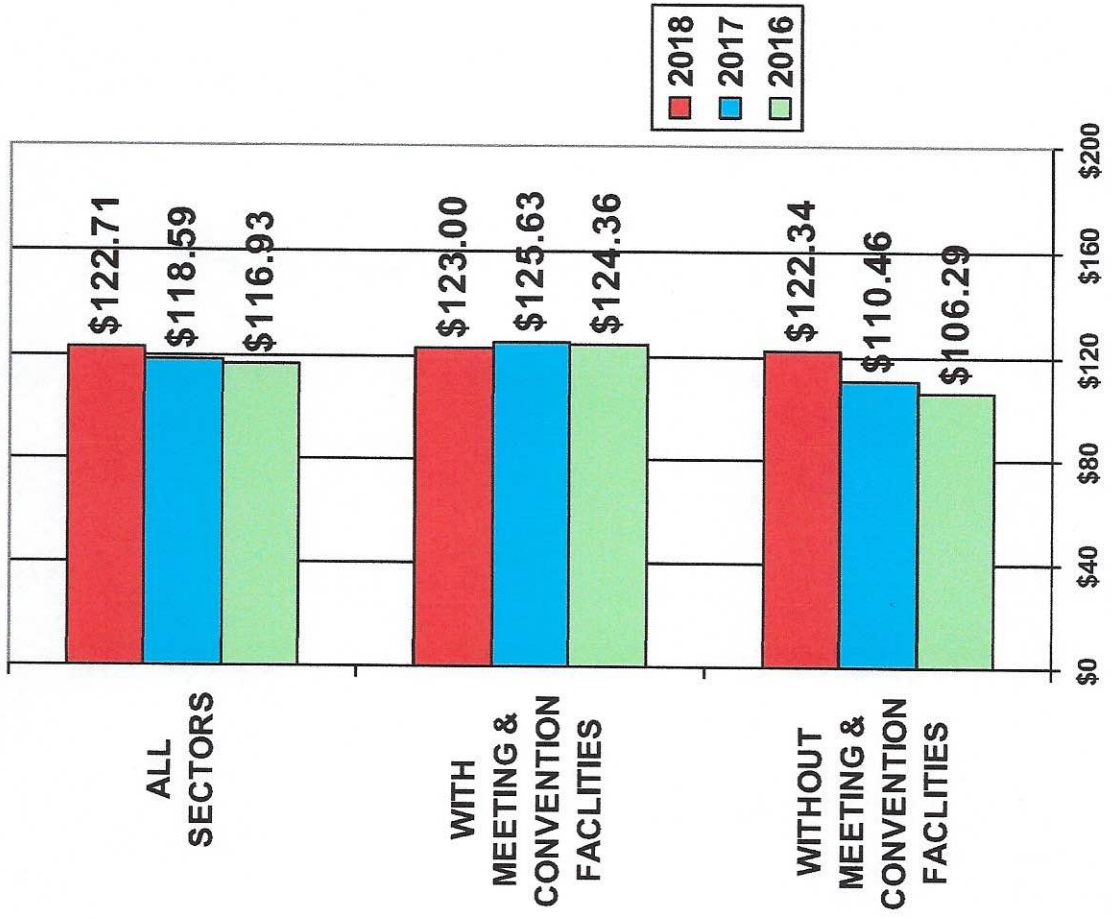
**VOLUSIA REV/PAR BY  
PROPERTY SIZE -  
MAY 2016 - 2018**



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

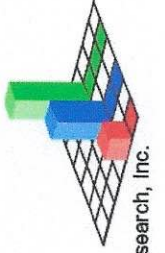
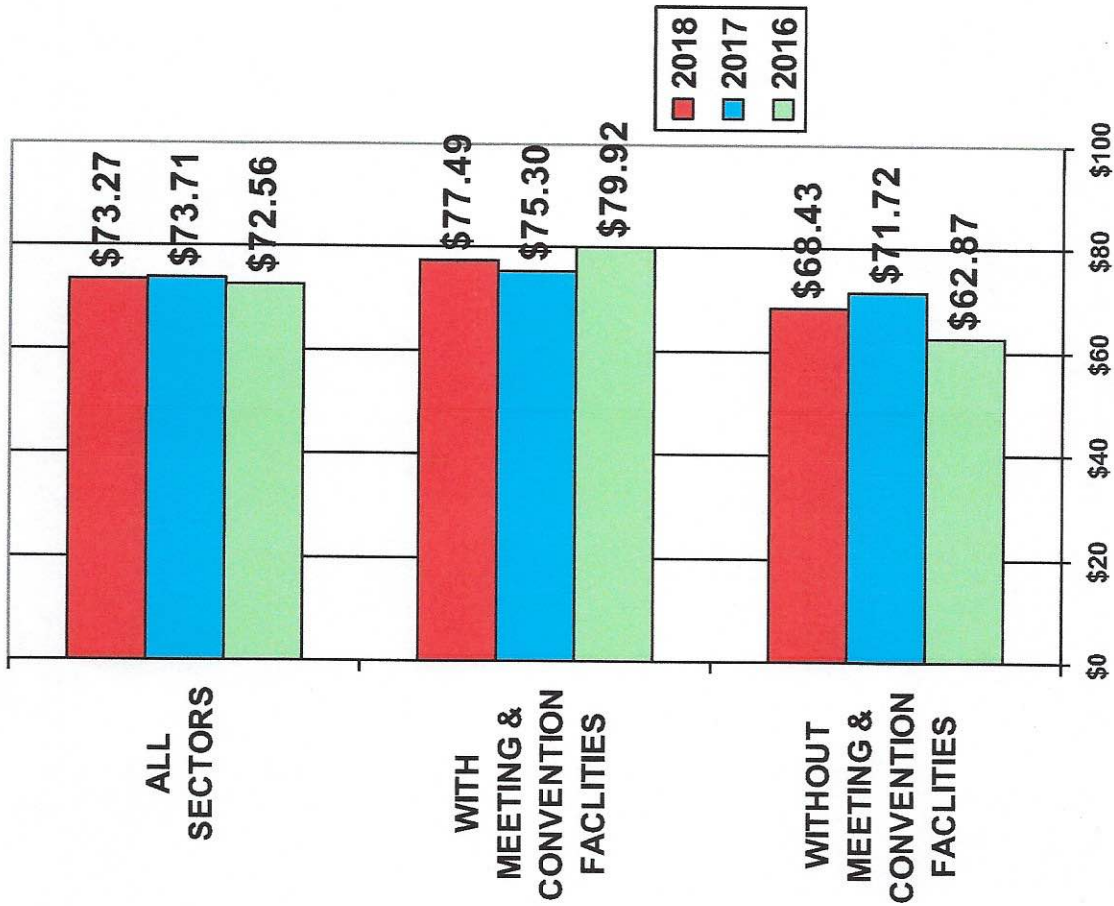


**VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - MAY 2016 - 2018**

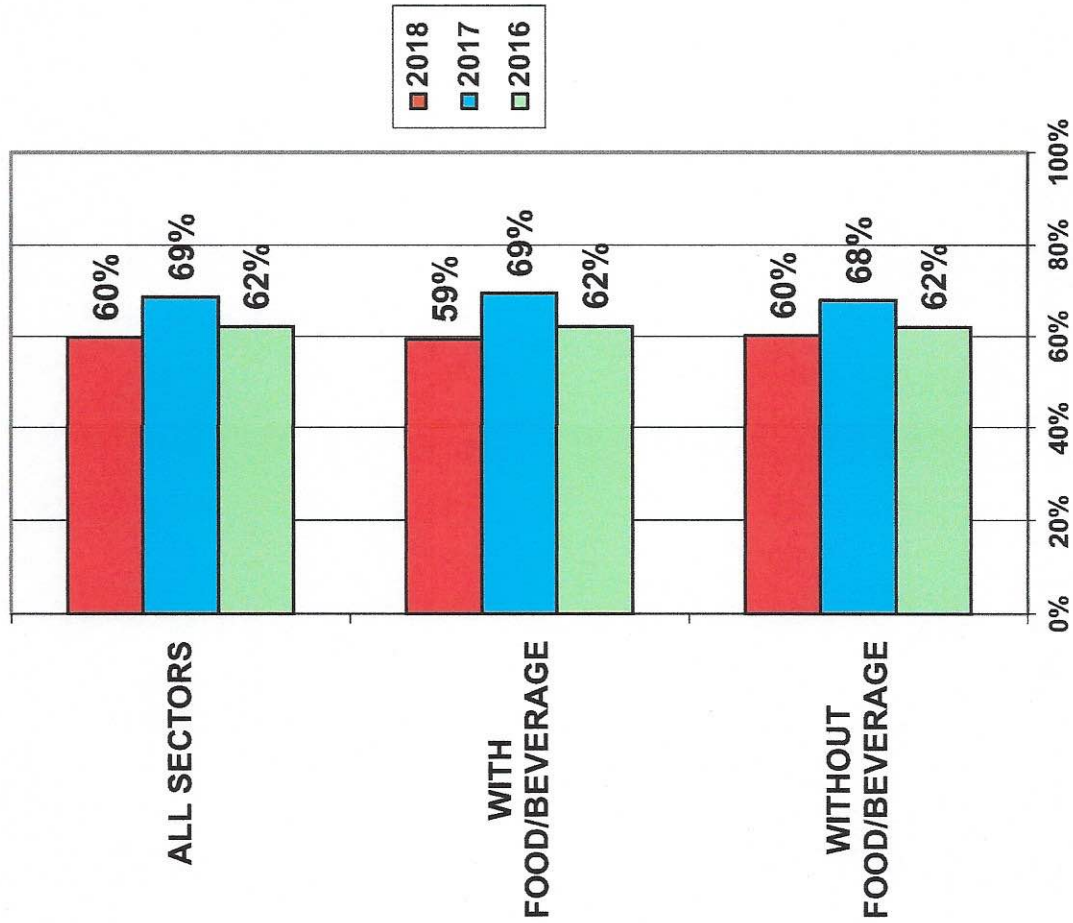




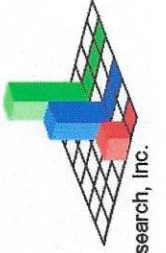
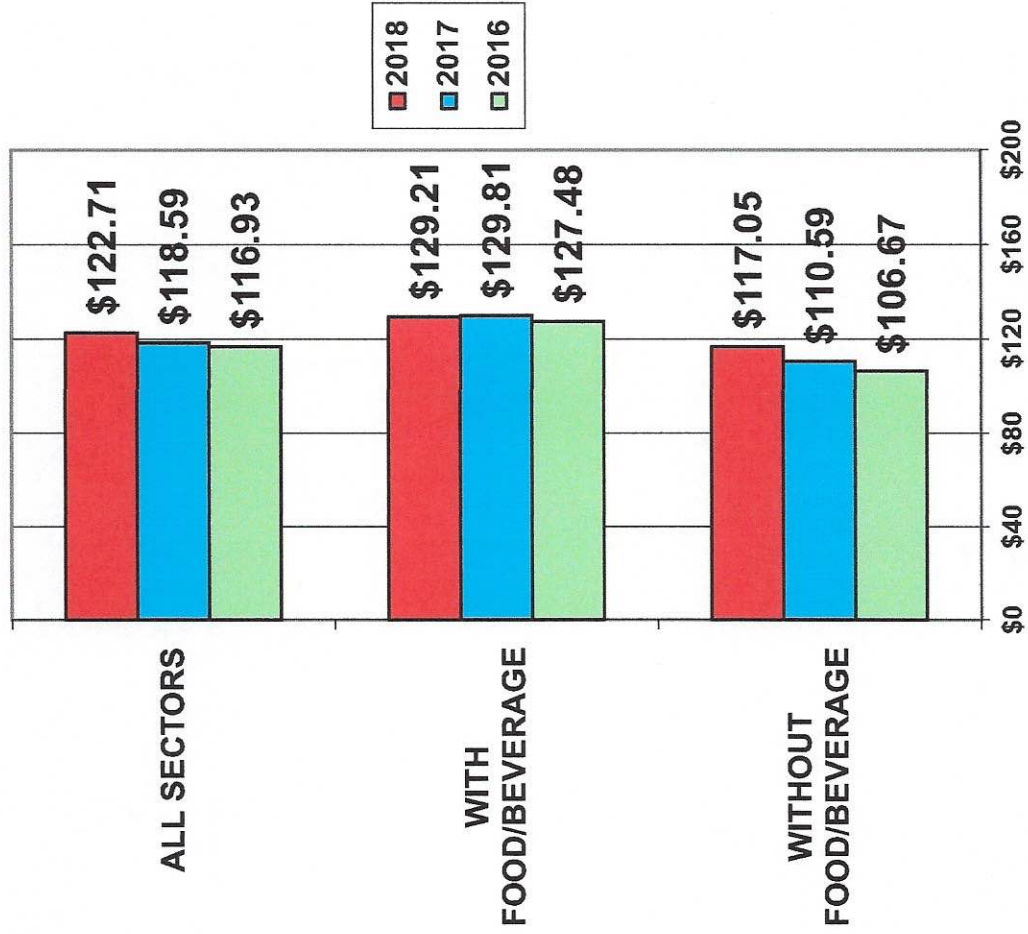
**VOLUSIA REV/PAR BY  
MEETING & CONVENTION  
FACILITIES - MAY 2016 - 2018**



**VOLUSIA OCCUPANCY BY  
FOOD/BEVERAGE -  
MAY 2016 - 2018**

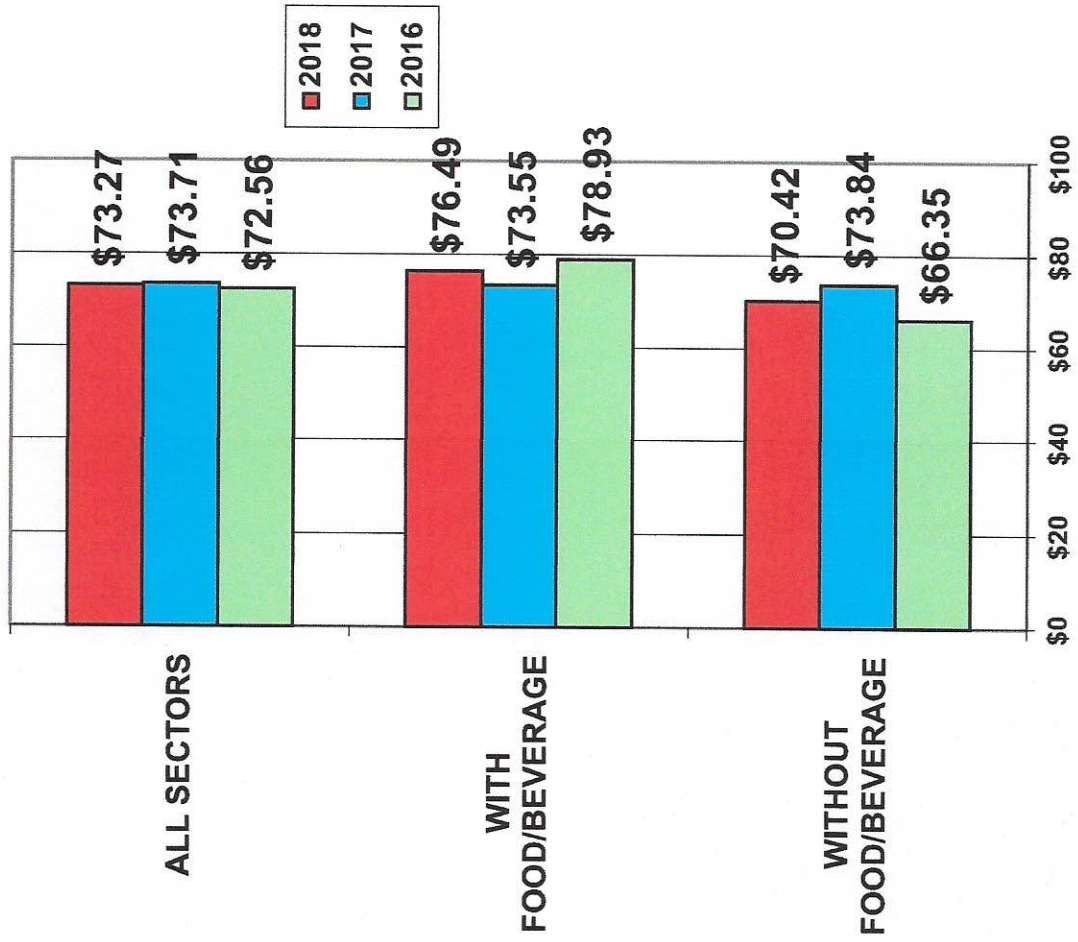


**VOLUSIA AVERAGE DAILY RATE BY  
FOOD/BEVERAGE  
MAY 2016 - 2018**

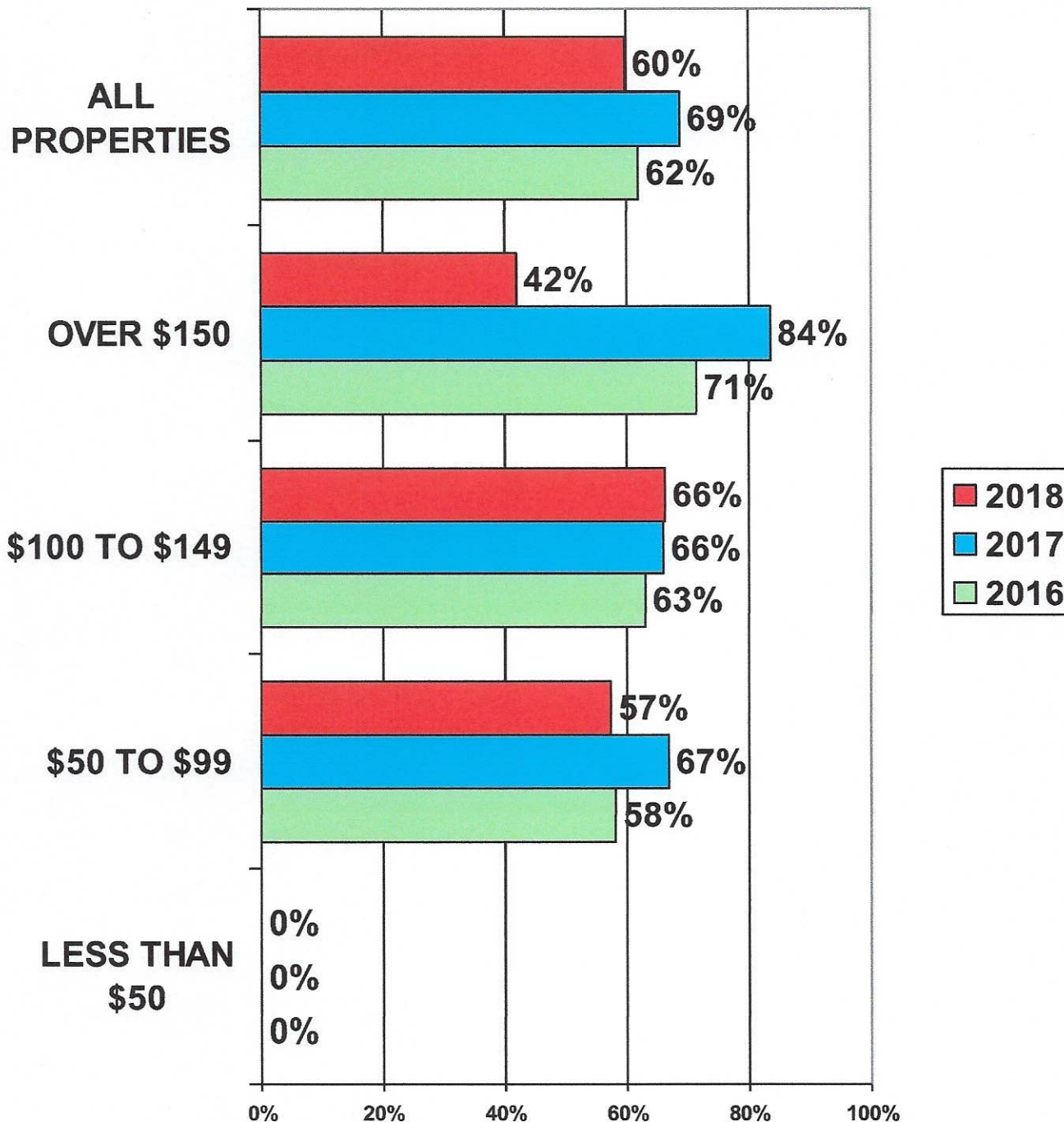




**VOLUSIA REV/PAR BY  
FOOD/BEVERAGE -  
MAY 2016 - 2018**



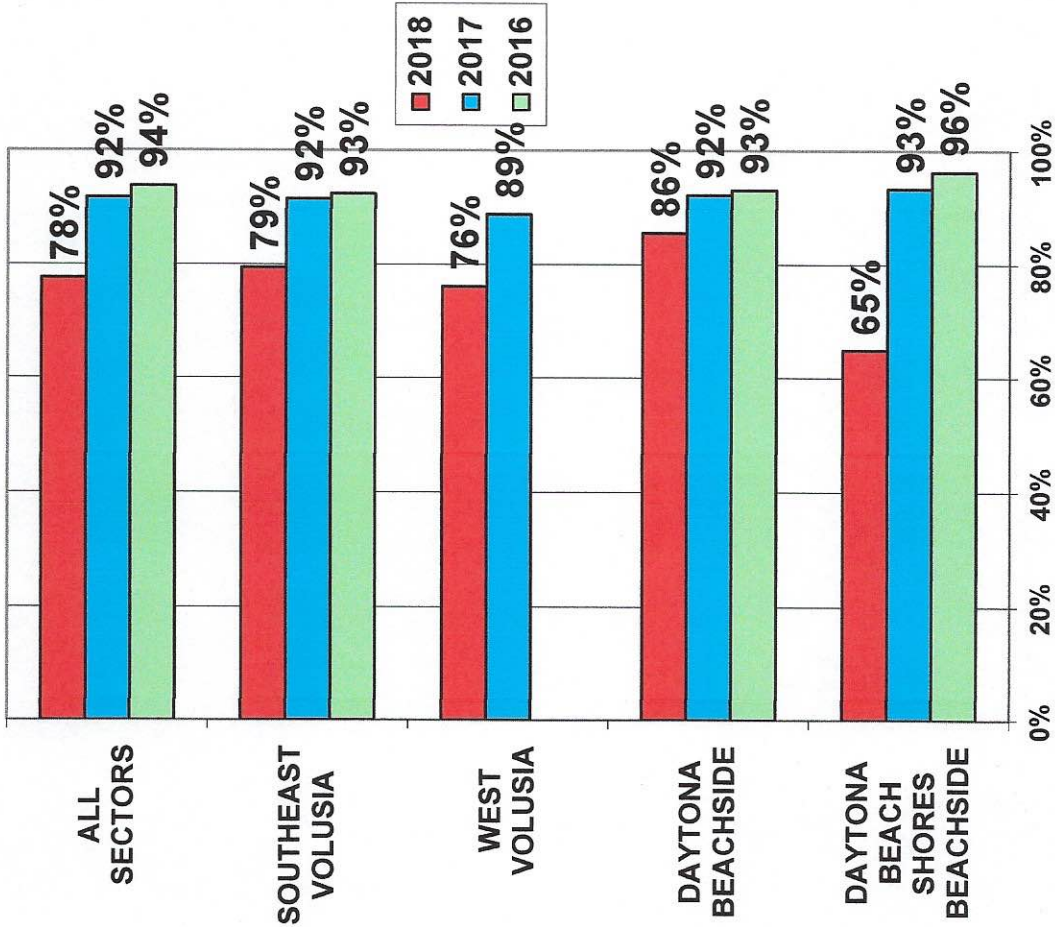
## VOLUSIA HOTEL/MOTEL OCCUPANCY BY PRICE RANGE - MAY 2016 - 2018



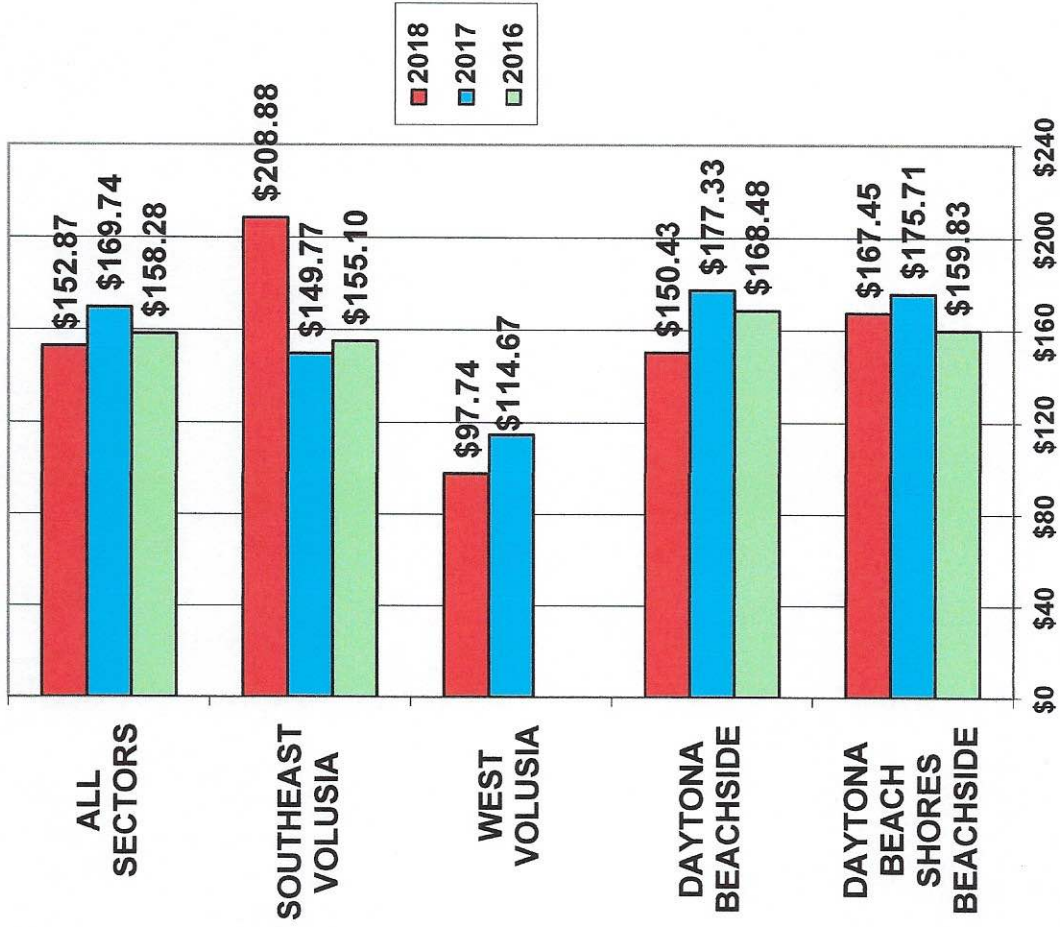
Mid-Florida Marketing & Research, Inc.



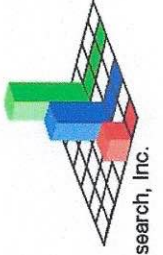
**VOLUSIA OCCUPANCY  
BY AREA SECTORS -  
MEMORIAL DAY WEEKEND  
2016 - 2018**



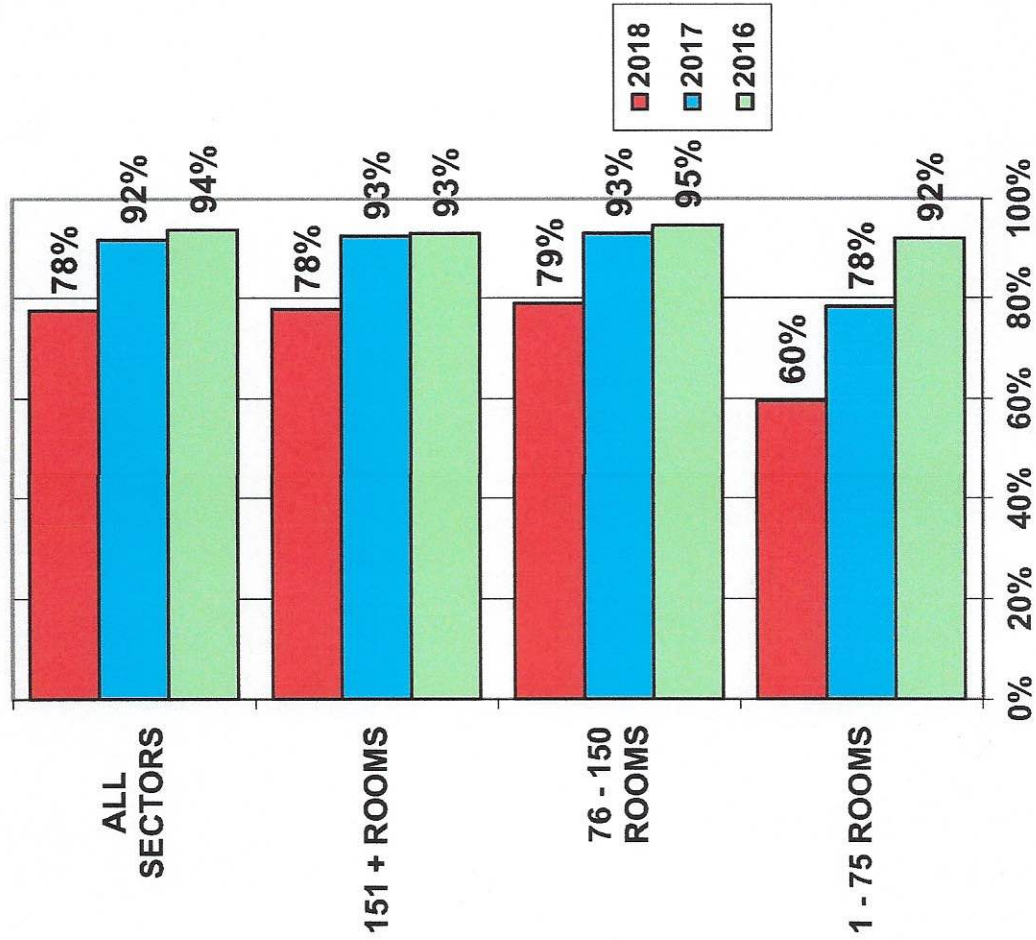
**VOLUSIA AVERAGE DAILY RATE  
BY AREA SECTORS -  
MEMORIAL DAY WEEKEND  
2016 - 2018**



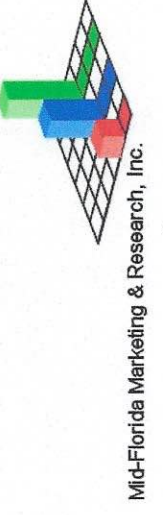
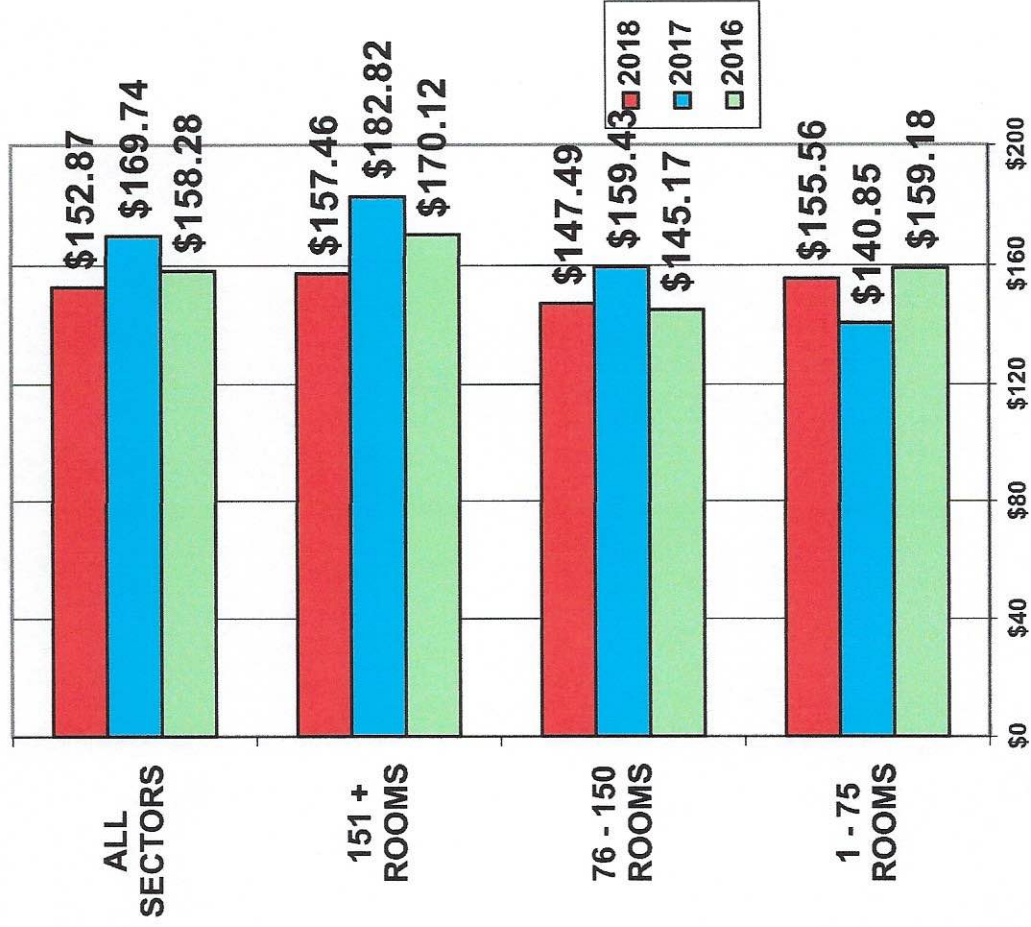
AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.



**VOLUSIA OCCUPANCY  
BY PROPERTY SIZE -  
MEMORIAL DAY WEEKEND  
2016 - 2018**

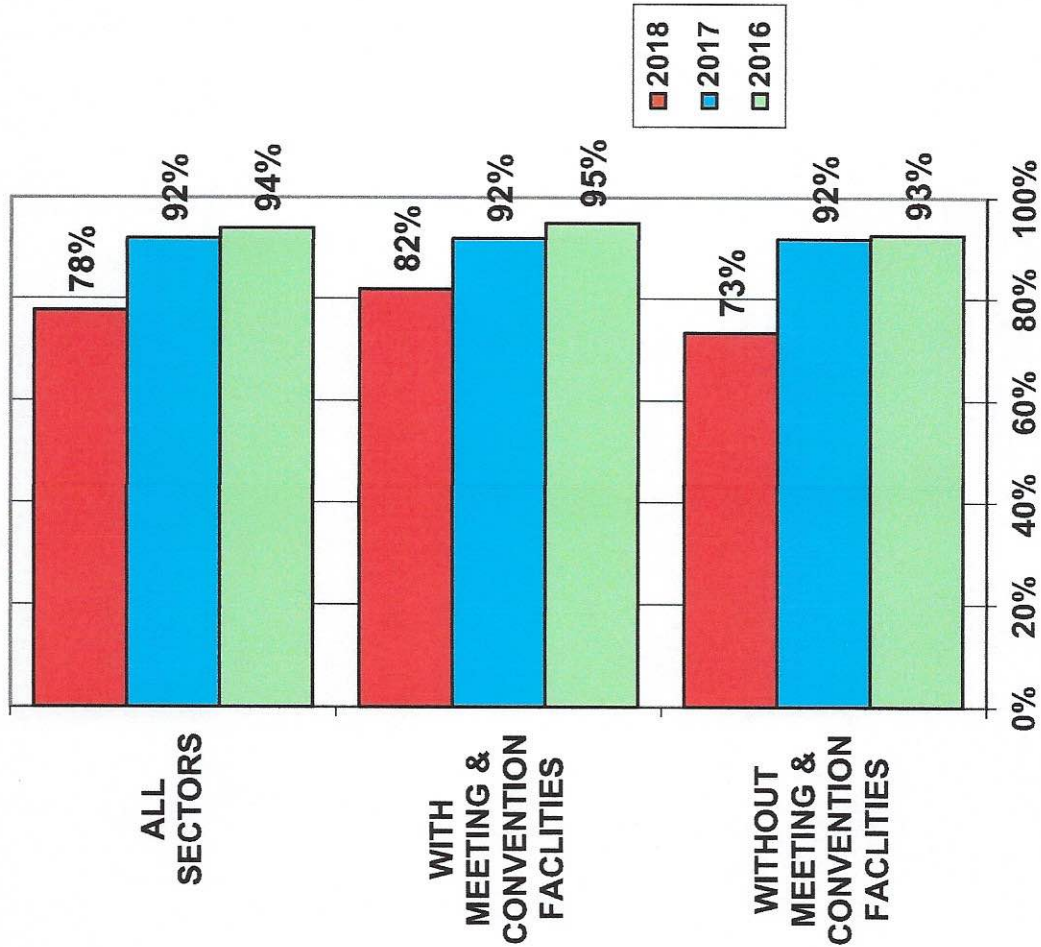


**VOLUSIA AVERAGE DAILY RATE  
BY PROPERTY SIZE -  
MEMORIAL DAY WEEKEND  
2016 - 2018**

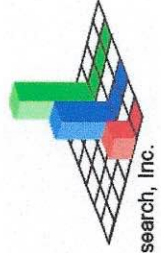
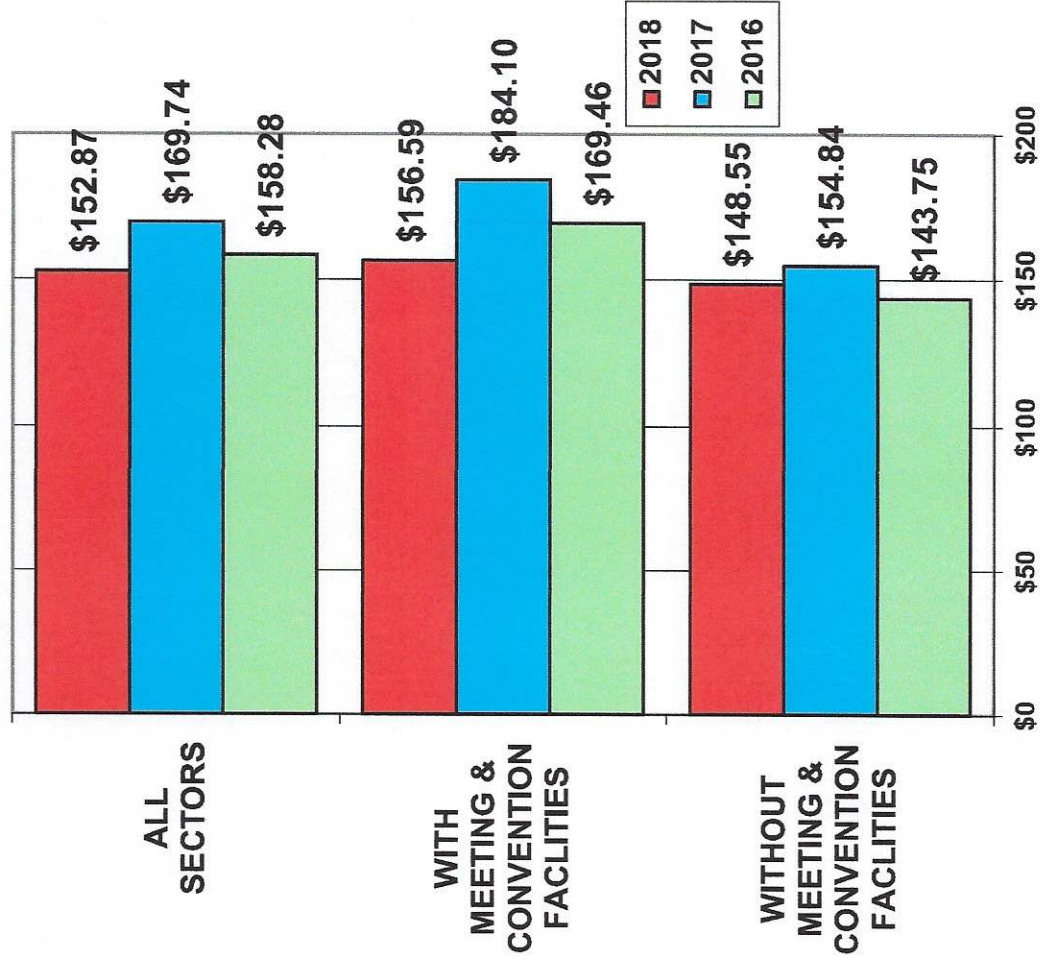




**VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - MEMORIAL DAY WEEKEND 2016 - 2018**

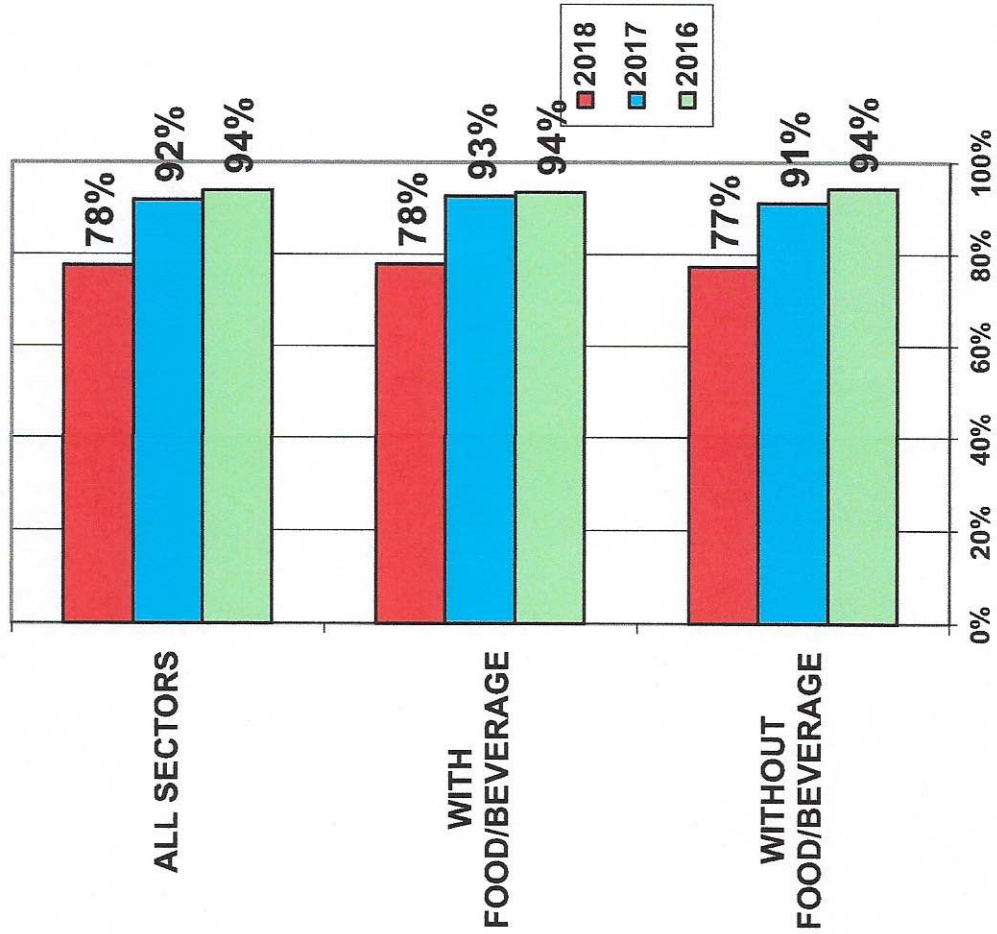


**VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - MEMORIAL DAY WEEKEND 2016 - 2018**

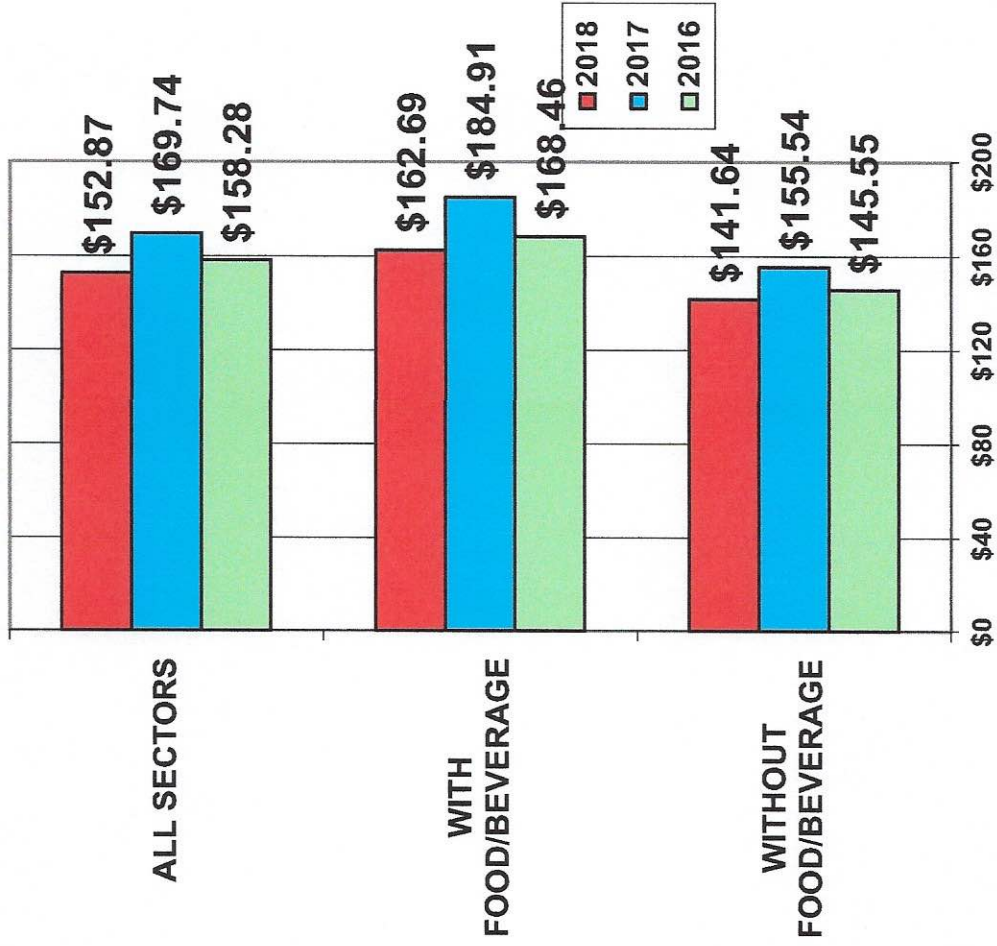




**VOLUSIA OCCUPANCY BY  
FOOD/BEVERAGE -  
MEMORIAL DAY WEEKEND  
2016 - 2018**



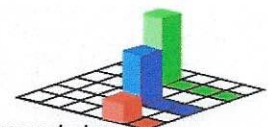
**VOLUSIA AVERAGE DAILY RATE BY  
FOOD/BEVERAGE  
MEMORIAL DAY WEEKEND  
2016 - 2018**



**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>
<b>DAYTONA BEACH SHORES BEACHSIDE</b>													
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	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	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								
DAYTONA BEACH REGENCY	98	X	X	X	X								
DAYTONA BEACH RESORT	303	X	X	X	X								
DAYTONA INN BEACH RESORT	65	X	X	X	X								
HARD ROCK HOTEL	200				X	X							
HILTON DAYTONA BEACH RESORT	742	X	X	X	X	X							
HILTON GARDEN INN DAYTONA BEACH OCEANFRONT	144	X	X	X	X	X							
HOLIDAY INN & SUITES ON THE OCEAN	123	X	X	X	X	X							
HOLIDAY INN RESORT DAYTONA	188	X	X	X	X	X							
NAUTILUS INN	90	X	X	X	X	X							
OCEAN BREEZE CLUB HOTEL	206	X	X	X	X	X							
PLAZA RESORT & SPA	322	X	X	X	X	X							
SILVER BEACH CLUB	74	X	X	X	X	X							
THE VILLA BED AND BREAKFAST	4	X	X	X	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>
<b>ORMOND BEACHSIDE</b>													
BEST WESTERN CASTILLO DEL SOL	147	X	X	X	X	X							
CORAL SANDS OCEAN FRONT	102	X	X	X	X	X							
COVE ON ORMOND BEACH	112		X	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								
SLEEP INN	82	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	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	X	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								
*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							
OCEAN TRILLIUM SUITES	32	X	X	X	X	X							

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

