

# Memo

**To:** HAAA  
**From:** Evelyn Fine  
**Date:** July 3, 2019  
**Subject:** May 2019 Occupancy & Average Daily Rate Report

Overall Daytona Beach Area Occupancy increased about 17%, to 68% in May 2019 from 58% in May 2018.

The Daytona Beach Area Average Daily Rate decreased about 3%, to \$118.96 in May 2019 from \$122.64 in May 2018.

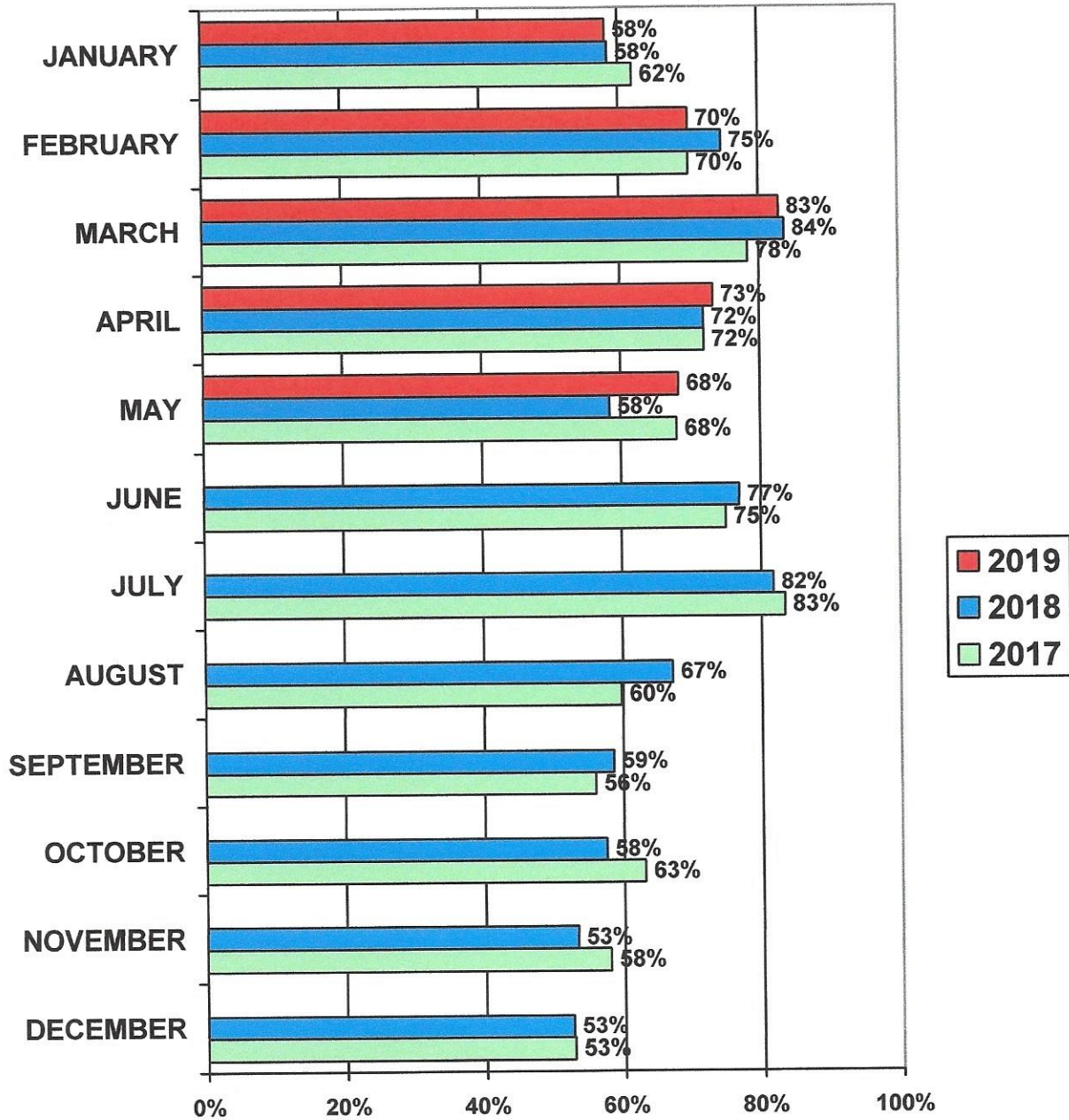
The Daytona Beach Area Revenue per Available Room increased about 13%, to \$81.26 in May 2019 from \$71.61 in May 2018.

Although the Country 500 Music Festival was not held in Daytona Beach Area over Memorial Day Weekend this year, beautiful, sunny weather helped boost the Occupancy.

EF/LK



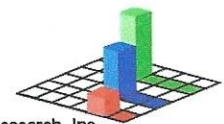
# HALIFAX AREA HOTEL/MOTEL OCCUPANCY 2017 - 2019



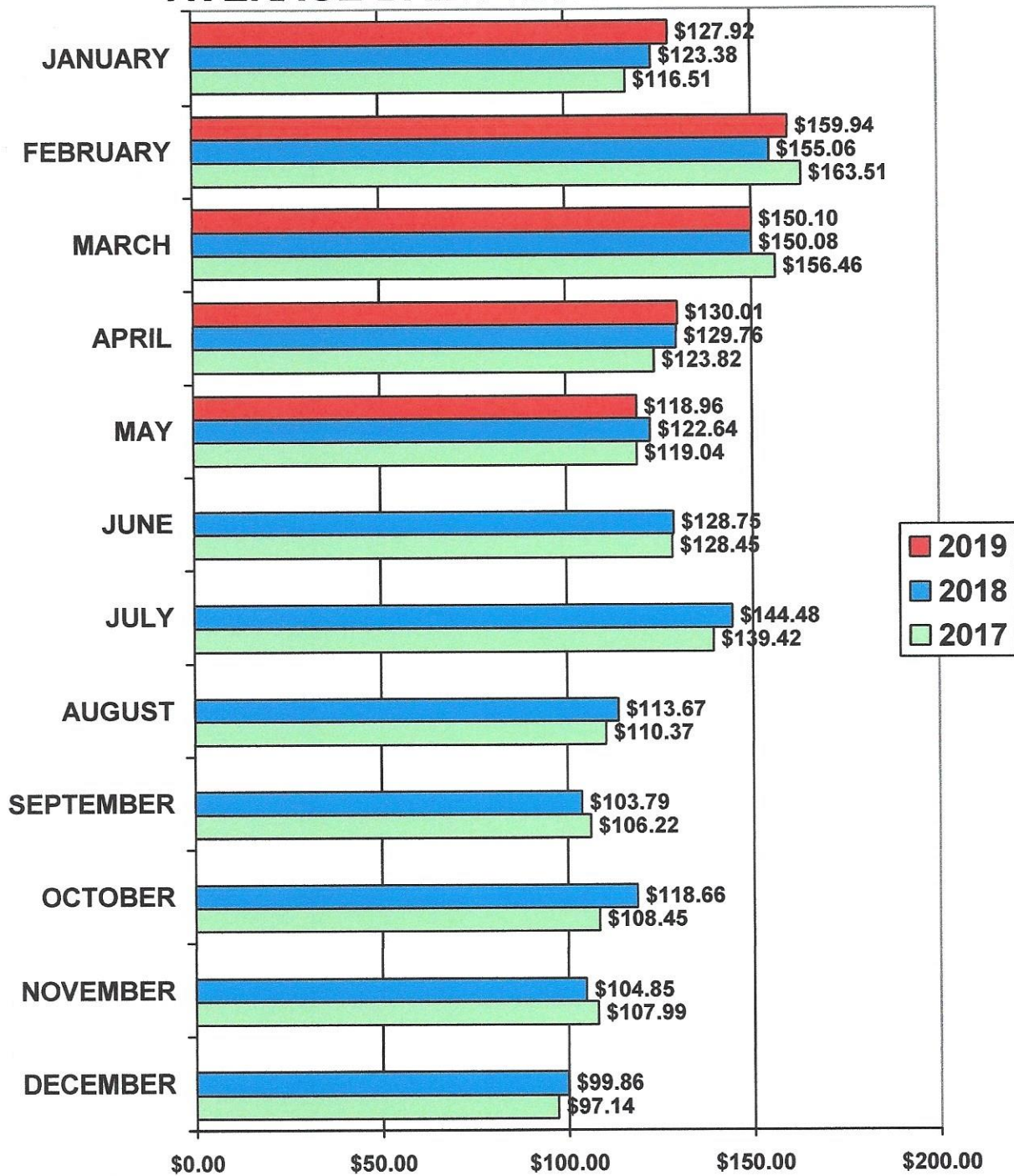
2019 YTD AVG. 71%  
2018 YTD AVG. 71%  
2017 YTD AVG. 71%

MAY 2019  
MAY 2019

HIGH 90%  
LOW 38%

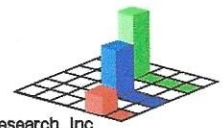


## HALIFAX AREA HOTEL/MOTEL AVERAGE DAILY RATE 2017 - 2019

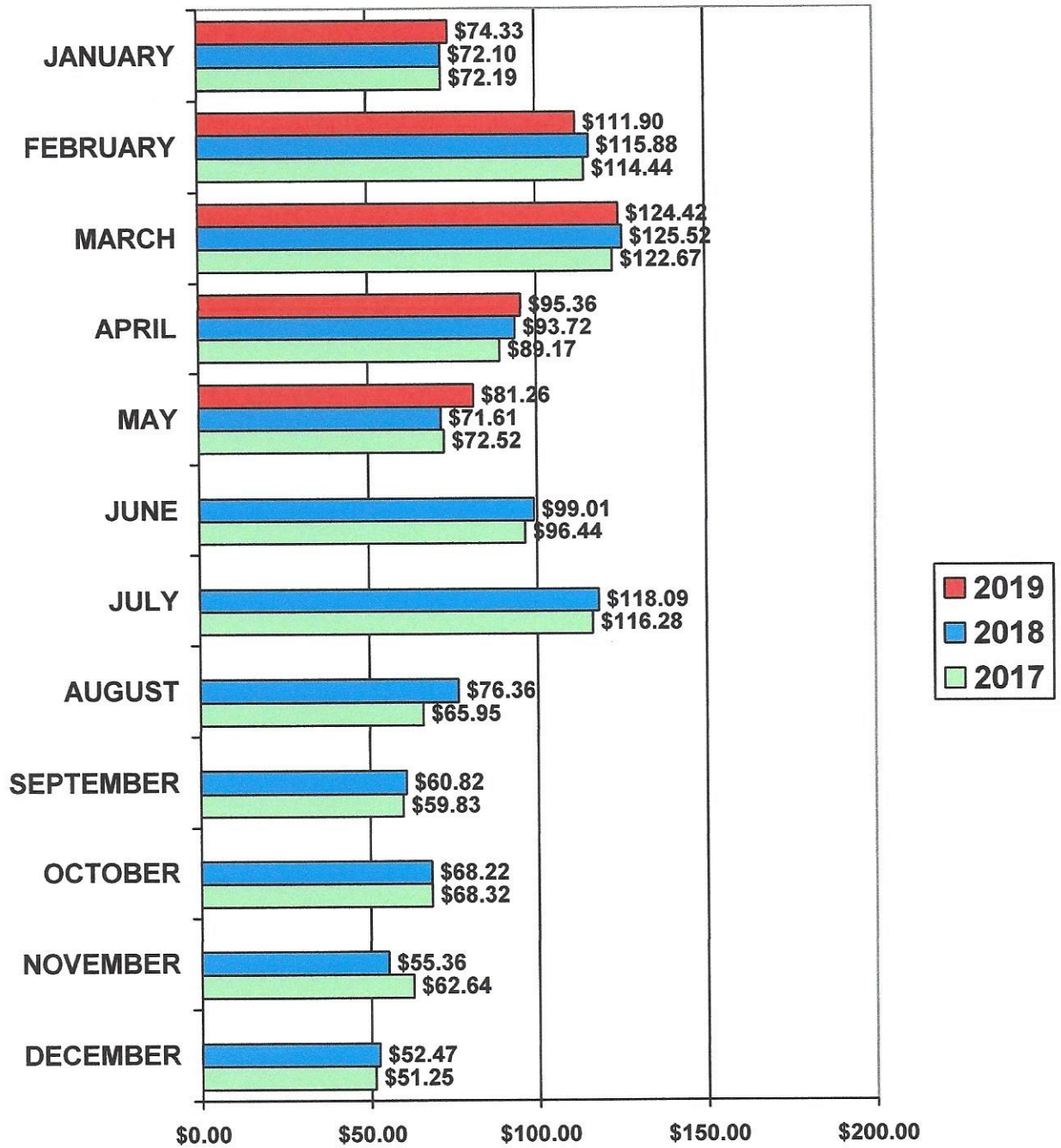


2019 YTD AVG. \$138.38  
 2018 YTD AVG. \$137.55  
 2017 YTD AVG. \$129.28

MAY 2019 HIGH \$ 187.59  
 MAY 2019 LOW \$ 66.97



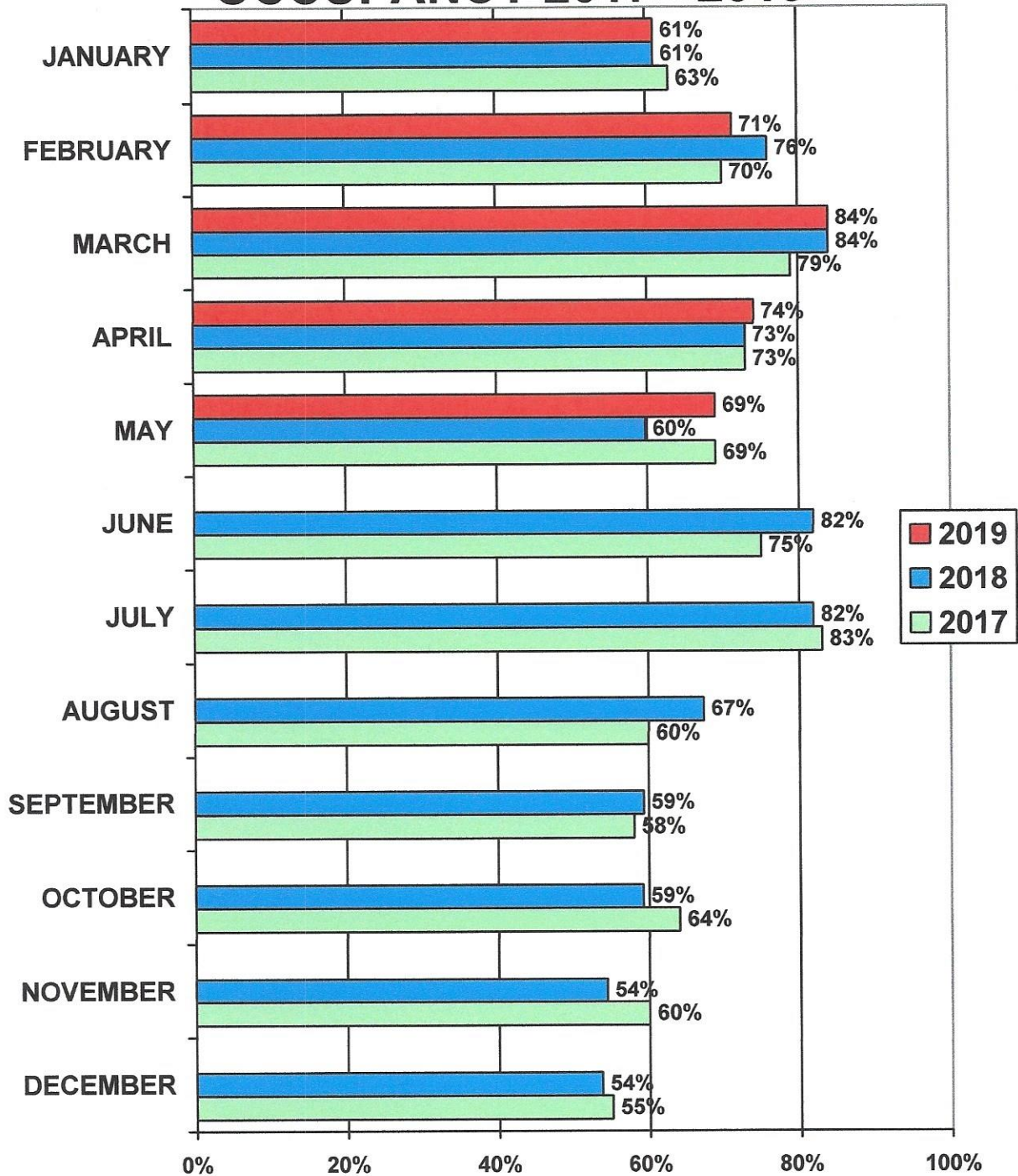
# HALIFAX AREA HOTEL/MOTEL REV PAR BY MONTH 2017 - 2019



2019 YTD AVG. \$ 98.13  
 2018 YTD AVG. \$ 97.12  
 2017 YTD AVG. \$ 93.67



# VOLUSIA HOTEL/MOTEL OCCUPANCY 2017 - 2019

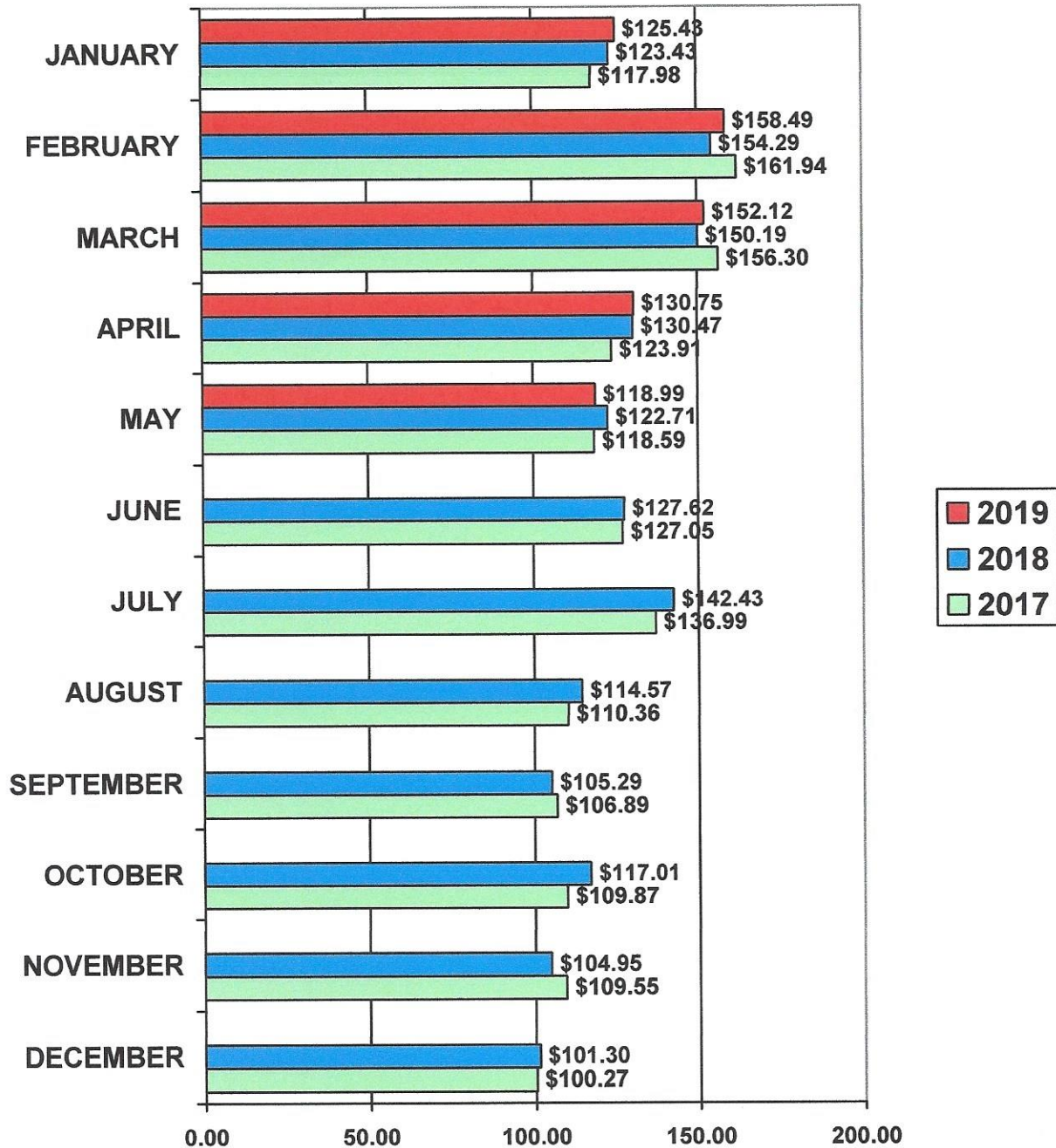


2019 YTD AVG. 72%  
2018 YTD AVG. 70%  
2017 YTD AVG. 71%

MAY 2019 HIGH 90%  
MAY 2019 LOW 38%

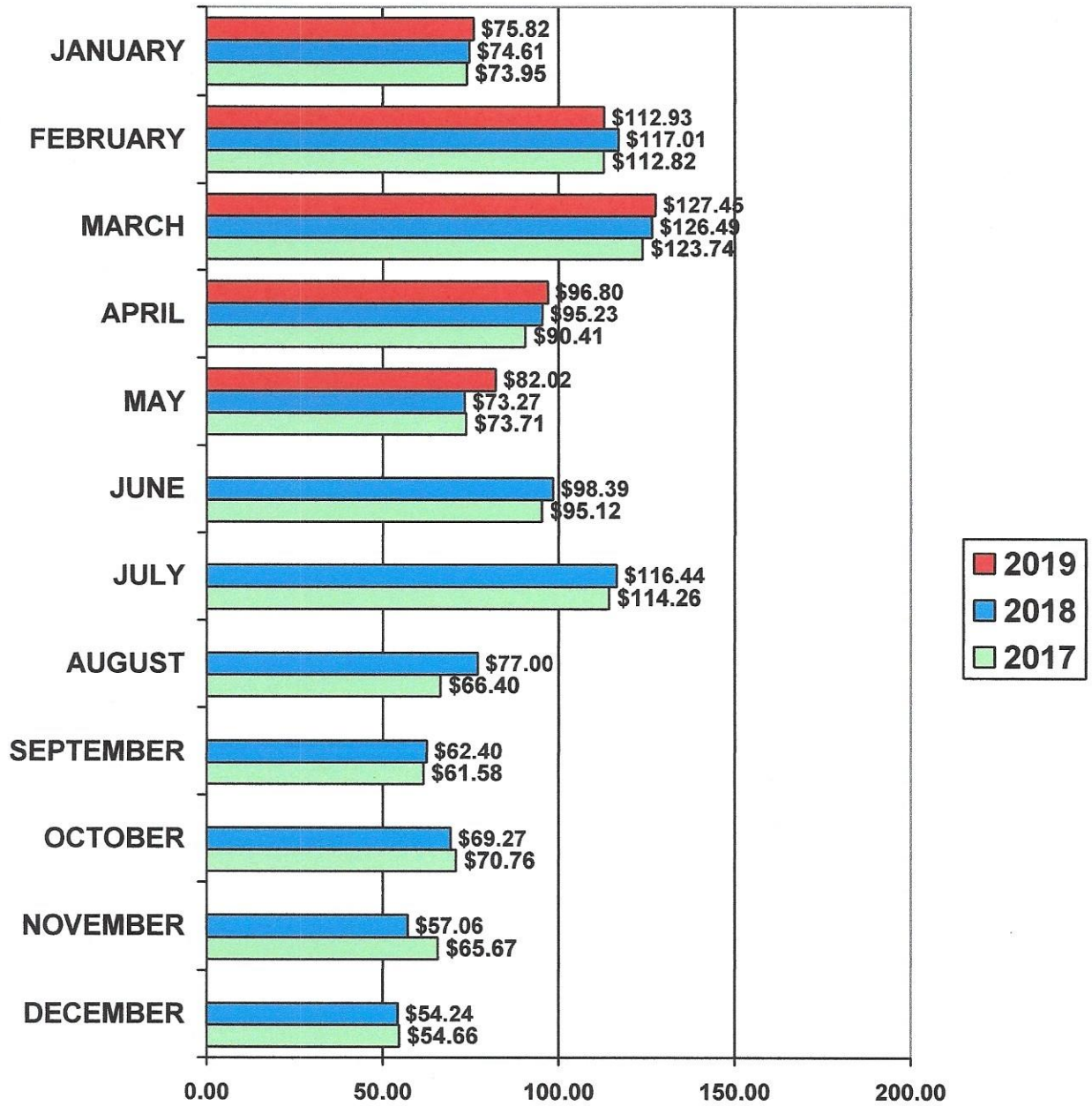


# VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2017 - 2019



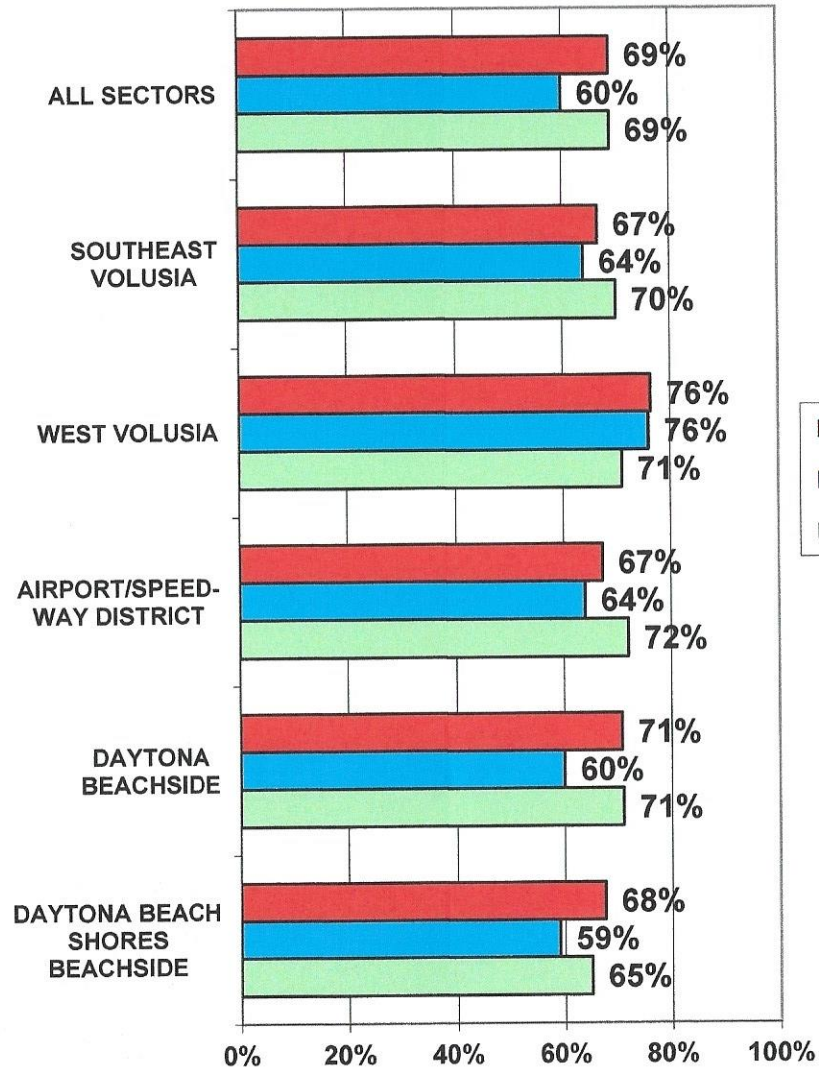
2019 YTD AVG. \$138.06    MAY 2019    HIGH \$ 203.78  
 2018 YTD AVG. \$137.58    MAY 2019    LOW \$ 66.97  
 2017 YTD AVG. \$136.36

## VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2017 - 2019

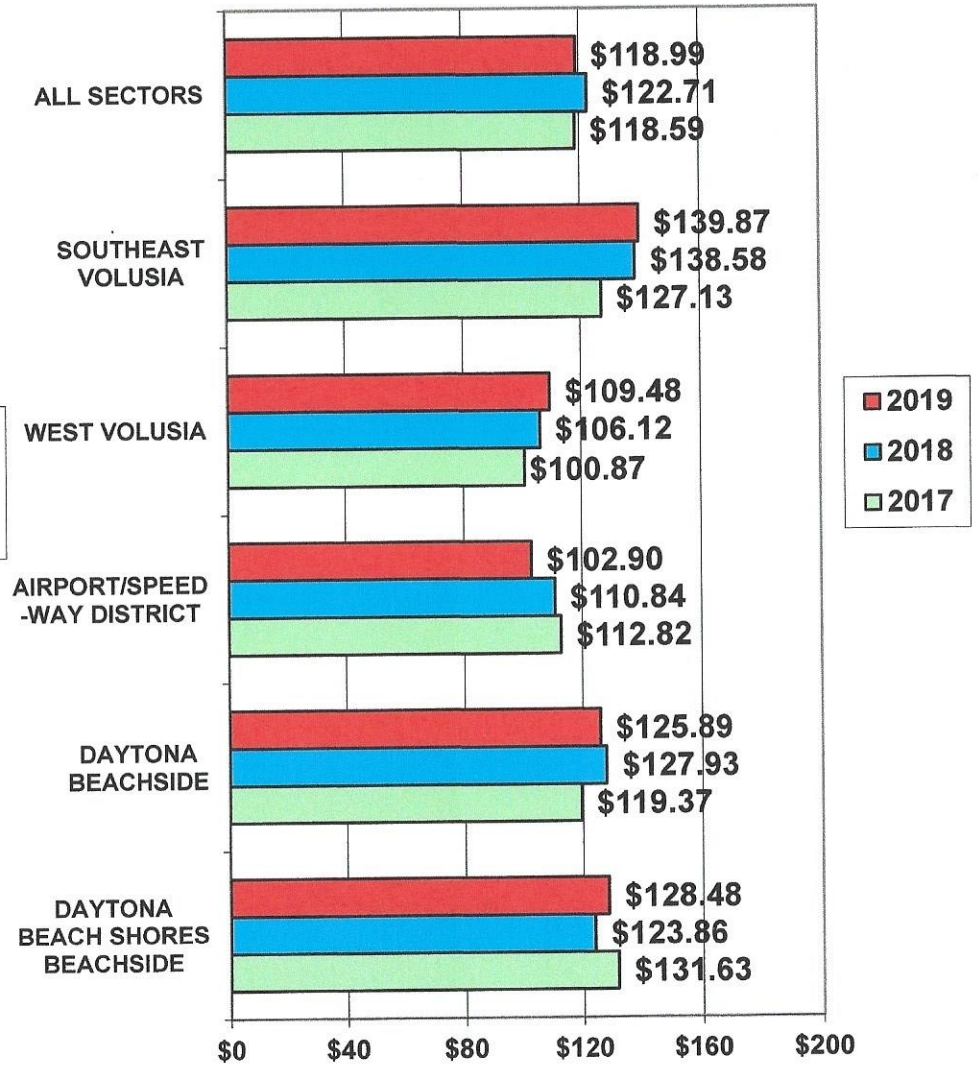


2019 YTD AVG. \$ 99.15  
 2018 YTD AVG. \$ 99.15  
 2017 YTD AVG. \$ 94.38

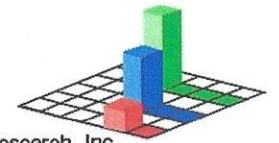
### VOLUSIA OCCUPANCY BY AREA SECTORS - MAY 2017 - 2019



### VOLUSIA AVERAGE DAILY RATE BY AREA SECTORS - MAY 2017 - 2019

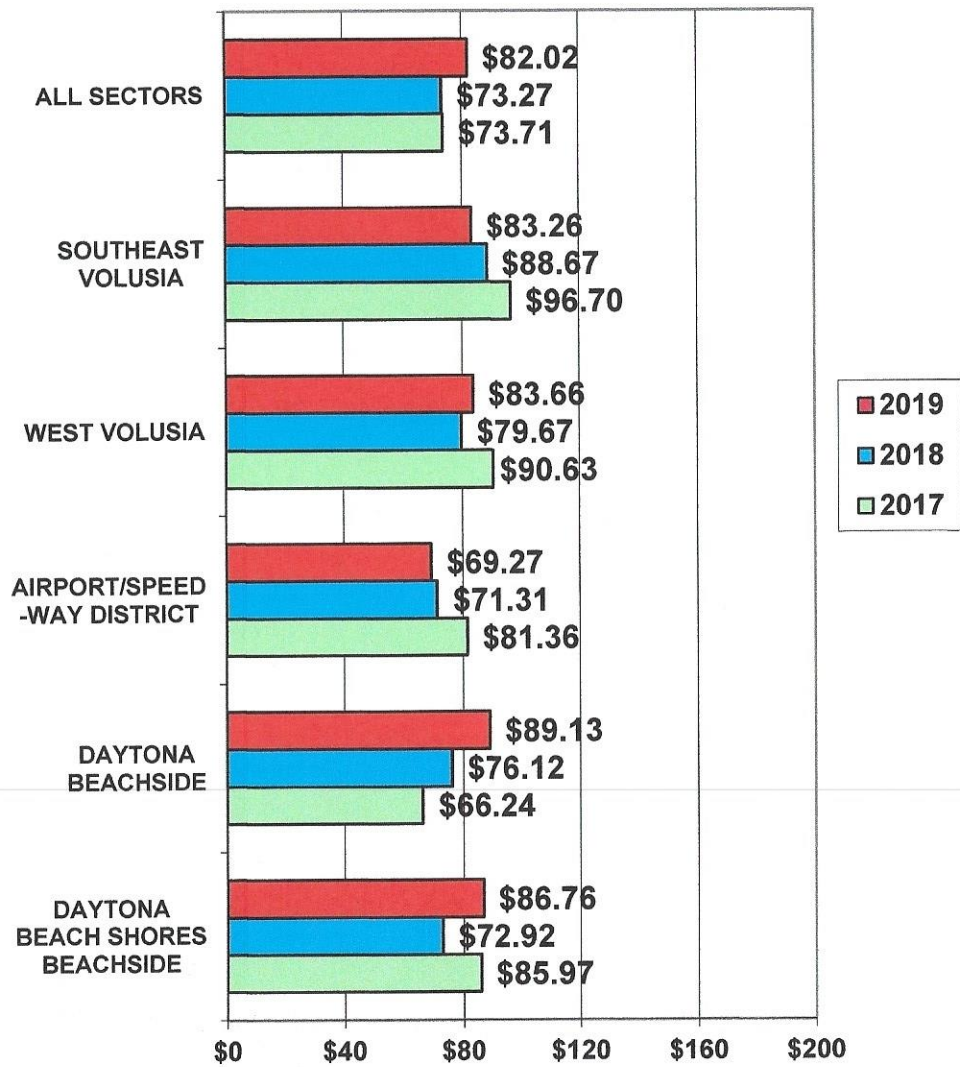


AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED





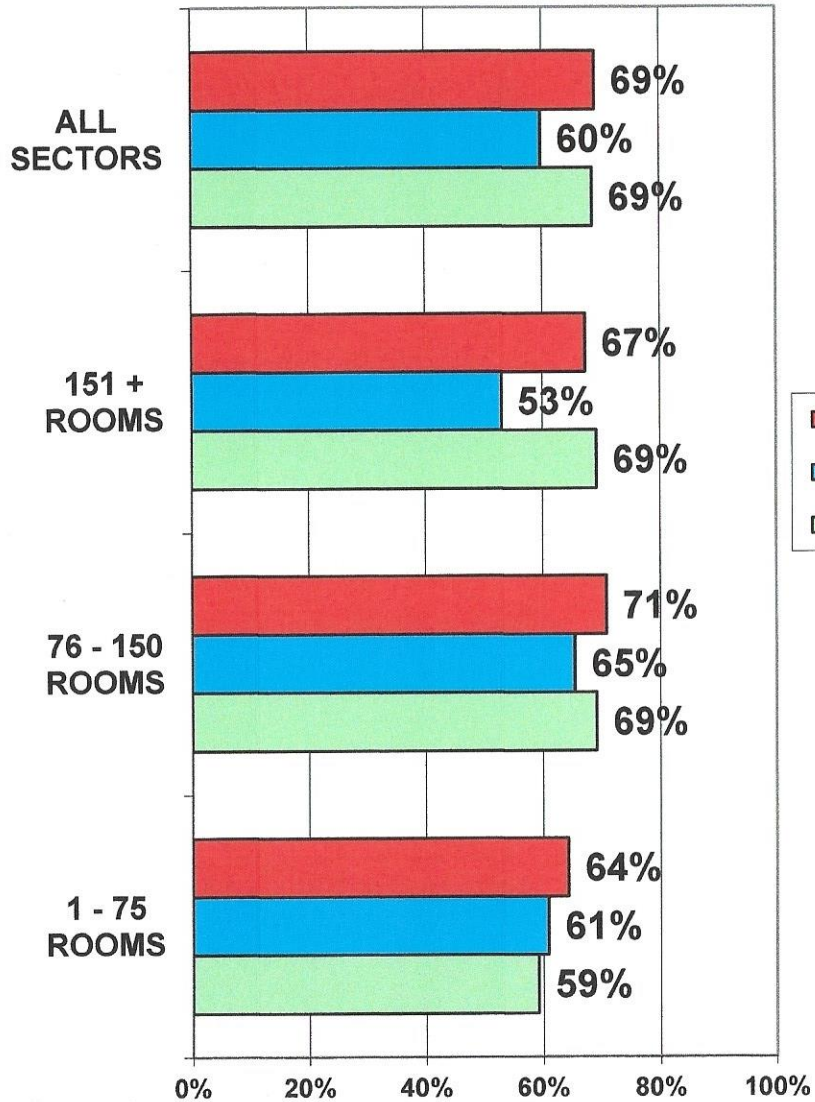
## VOLUSIA REV/PAR BY AREA SECTORS - MAY 2017 - 2019



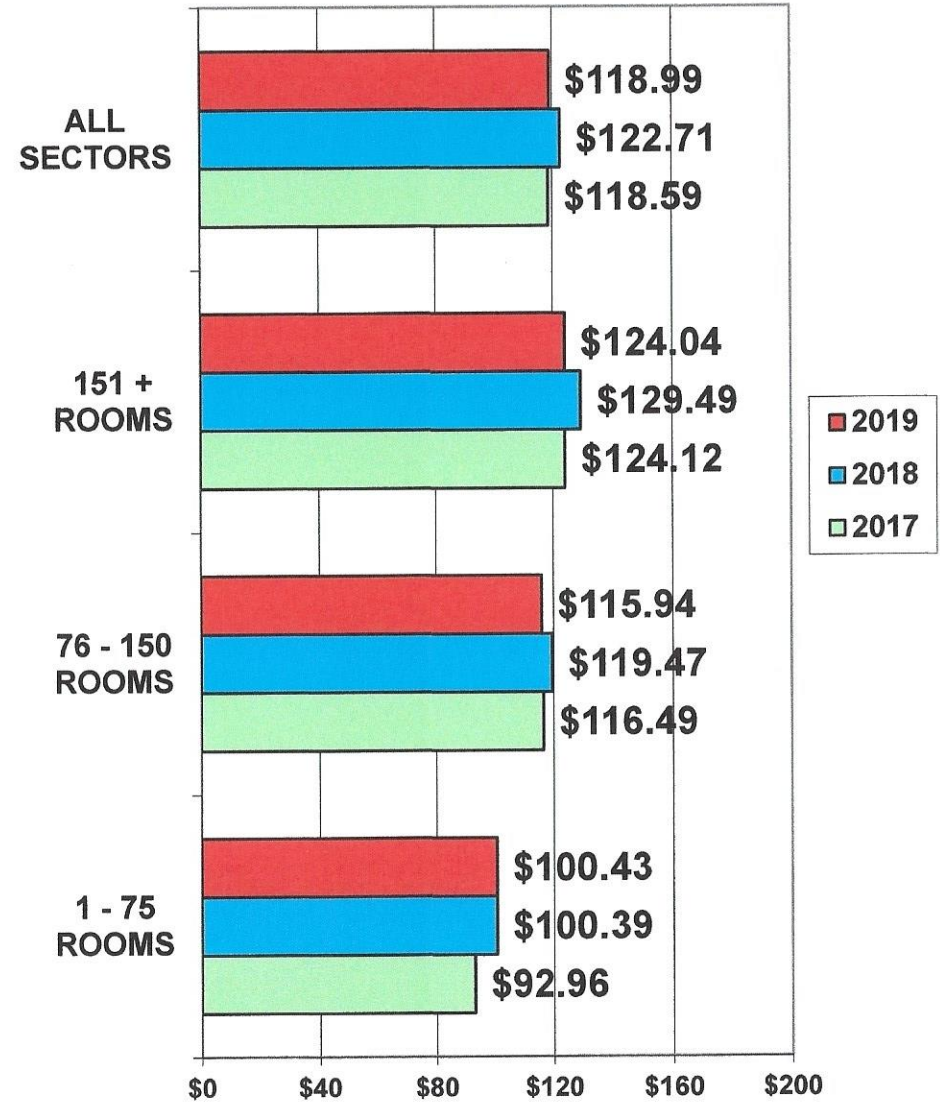
AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED



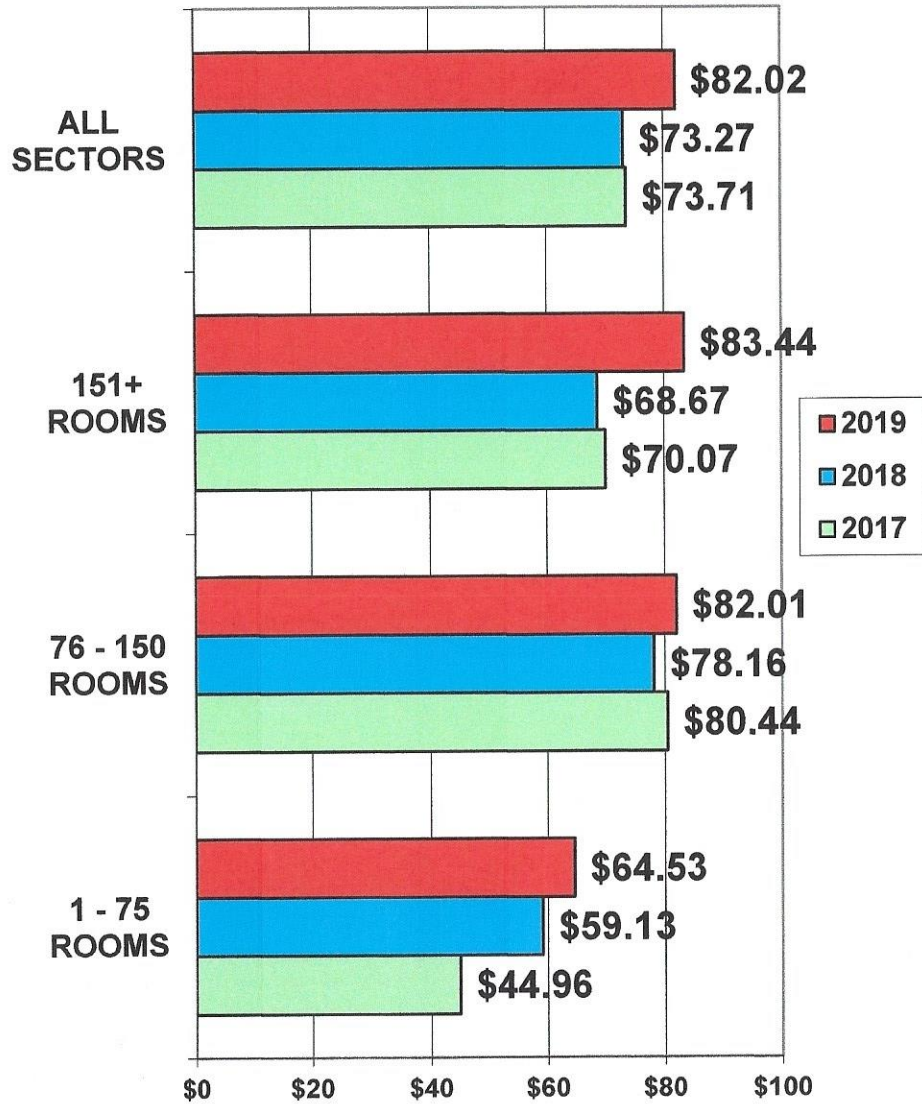
### VOLUSIA OCCUPANCY BY PROPERTY SIZE - MAY 2017 - 2019



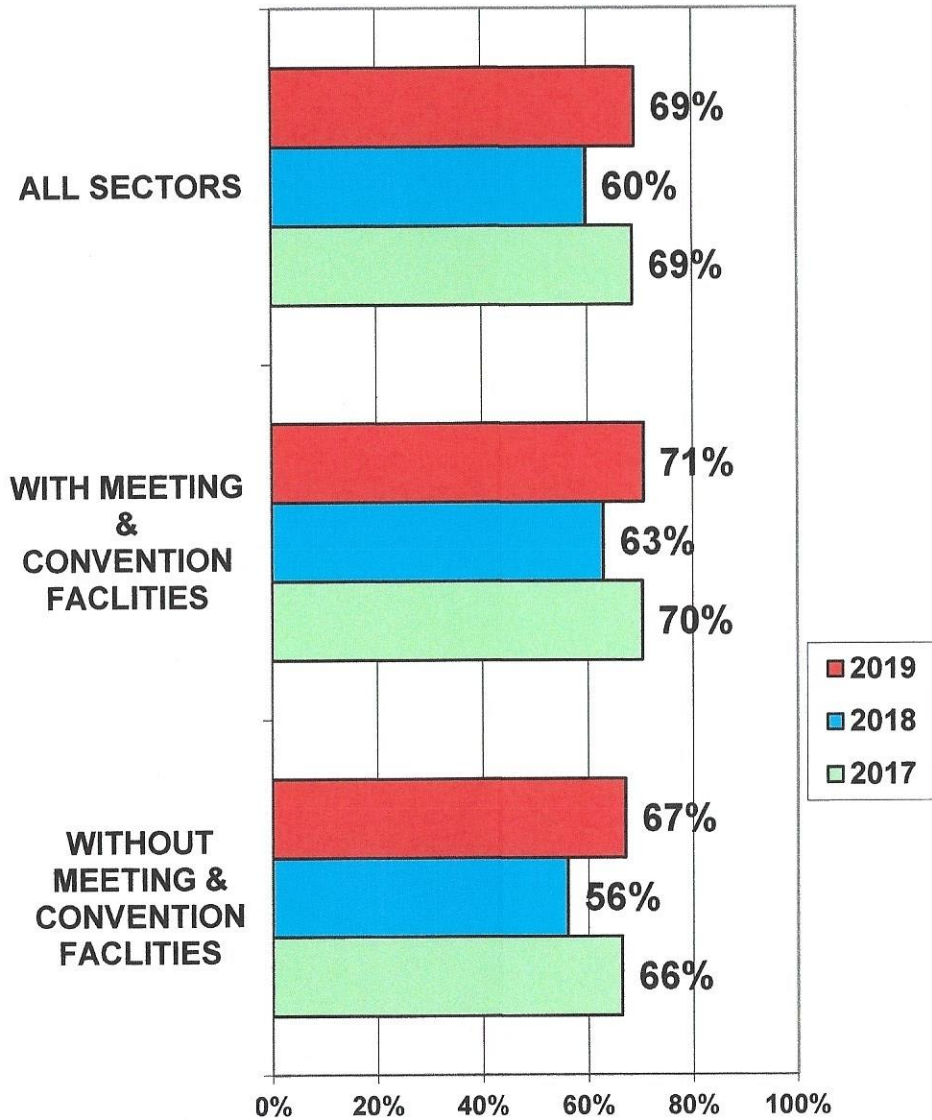
### VOLUSIA AVERAGE DAILY RATE BY PROPERTY SIZE - MAY 2017 - 2019



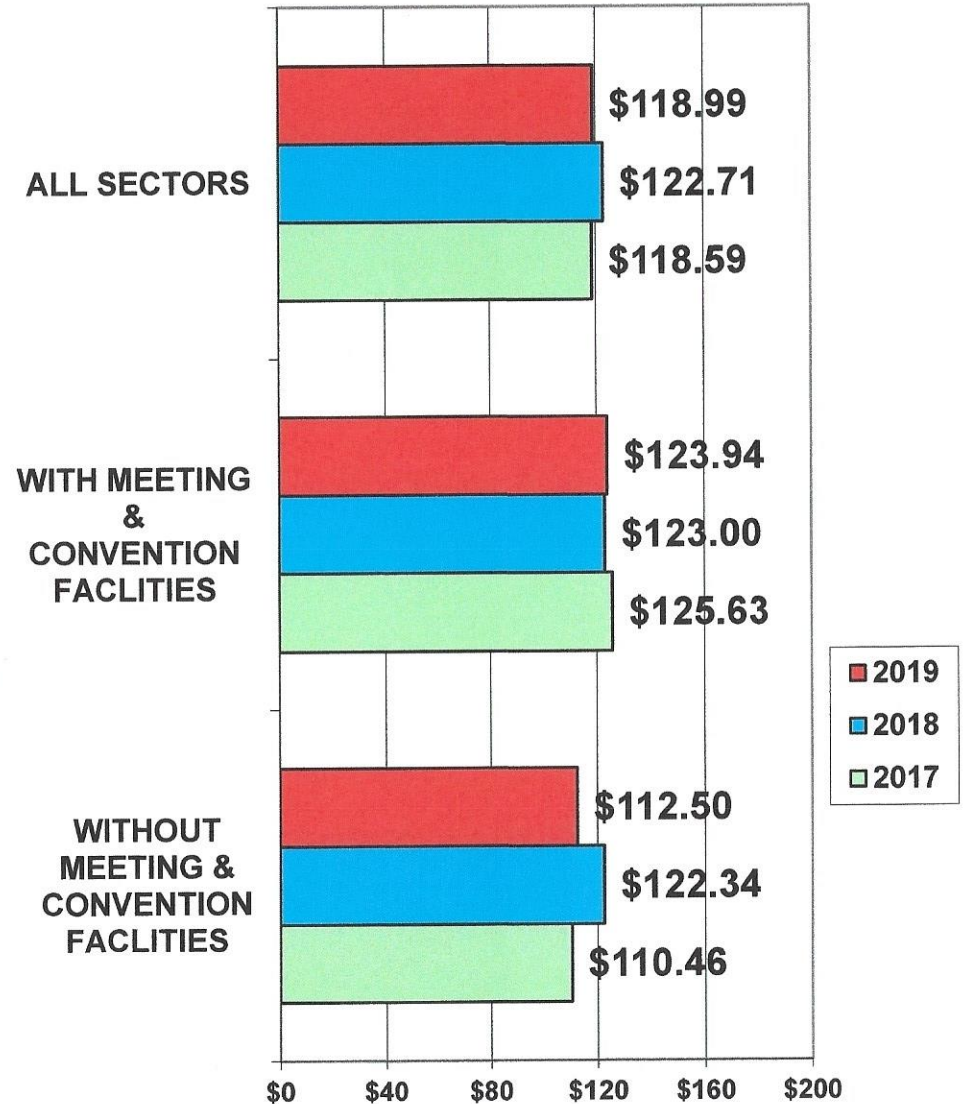
## VOLUSIA REV/PAR BY PROPERTY SIZE - MAY 2017 - 2019



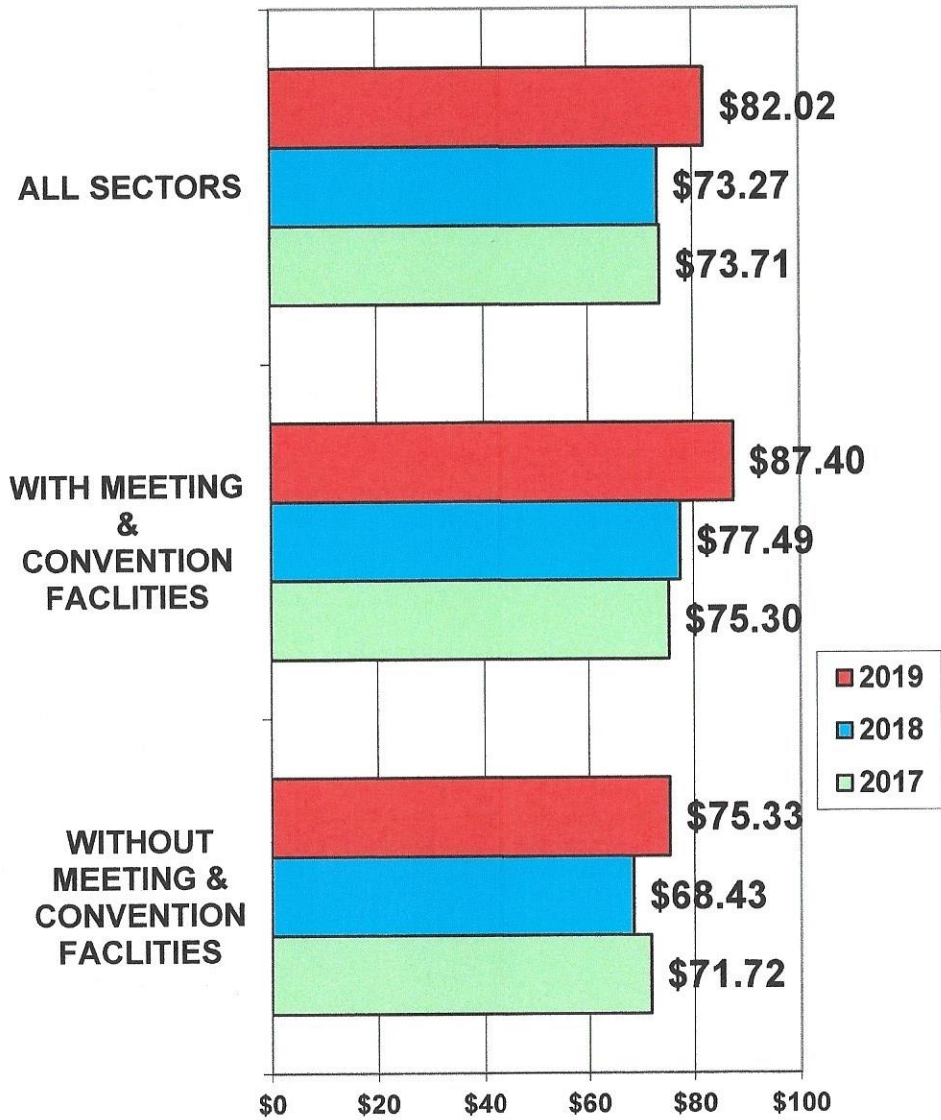
**VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - MAY 2017 - 2019**



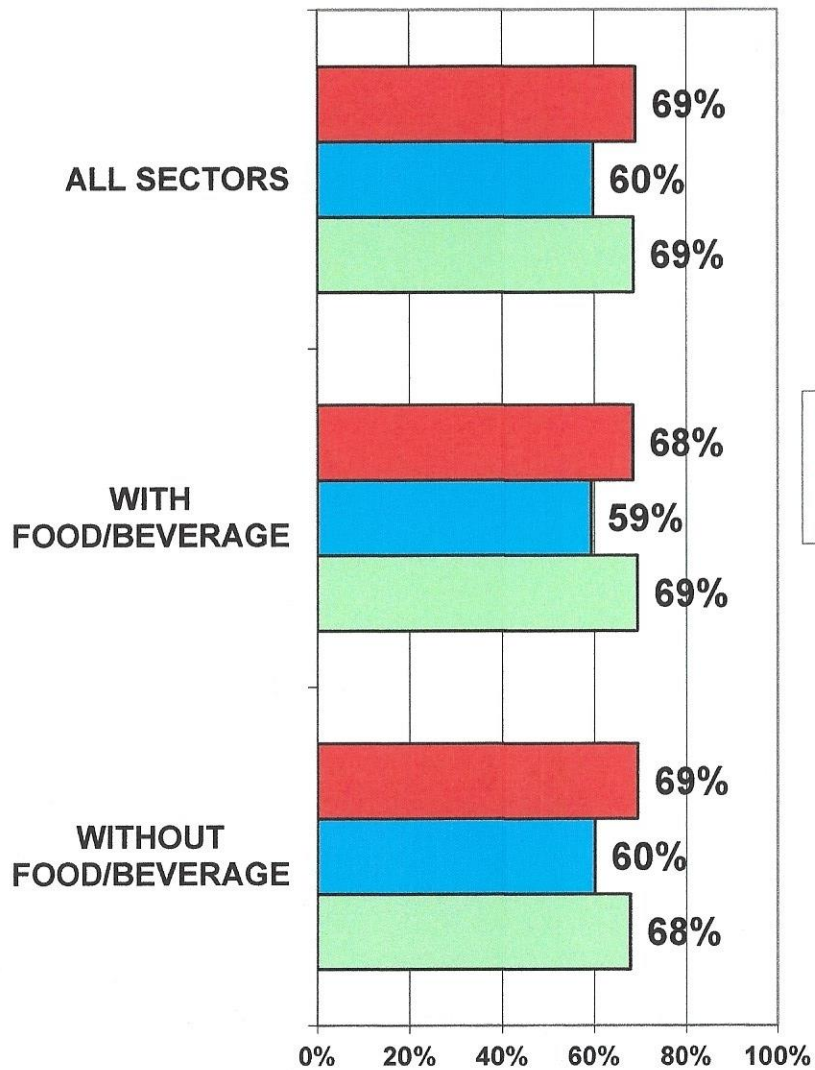
**VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - MAY 2017 - 2019**



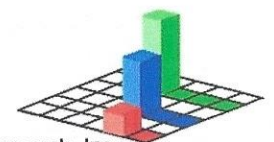
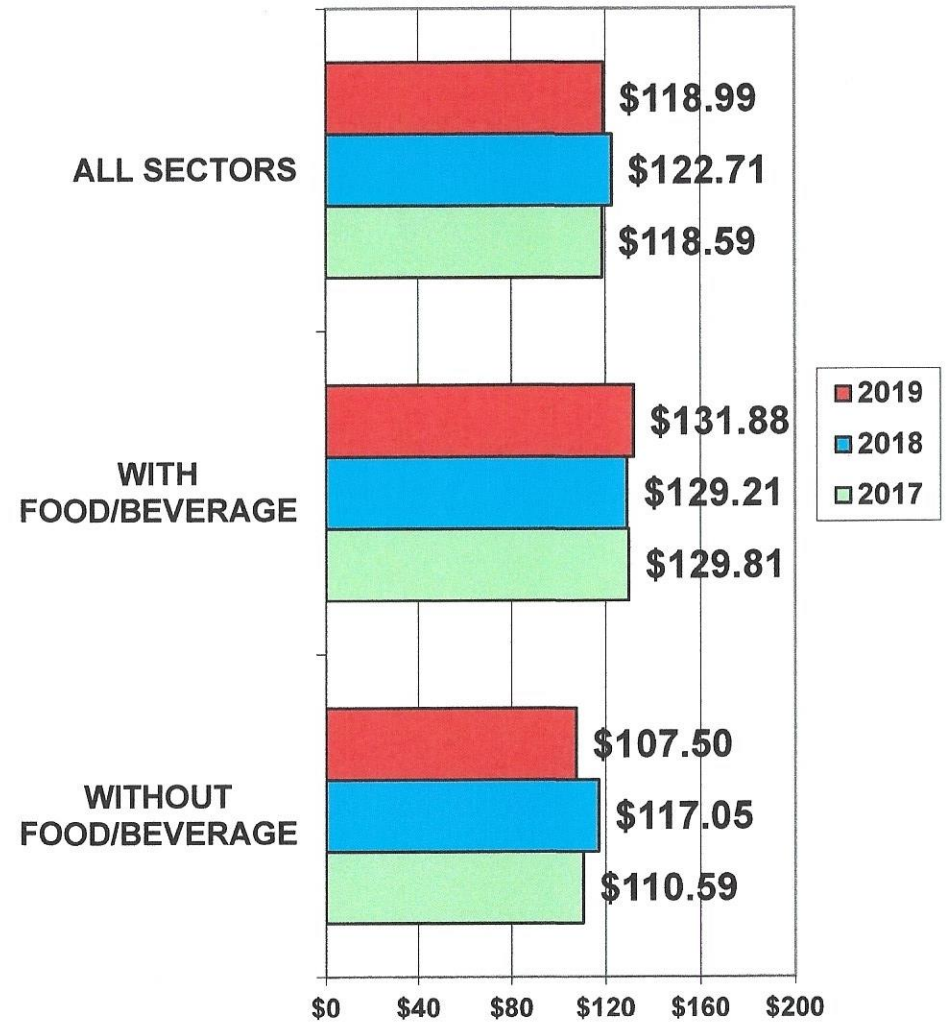
**VOLUSIA REV/PAR BY  
MEETING & CONVENTION  
FACILITIES - MAY 2017 - 2019**



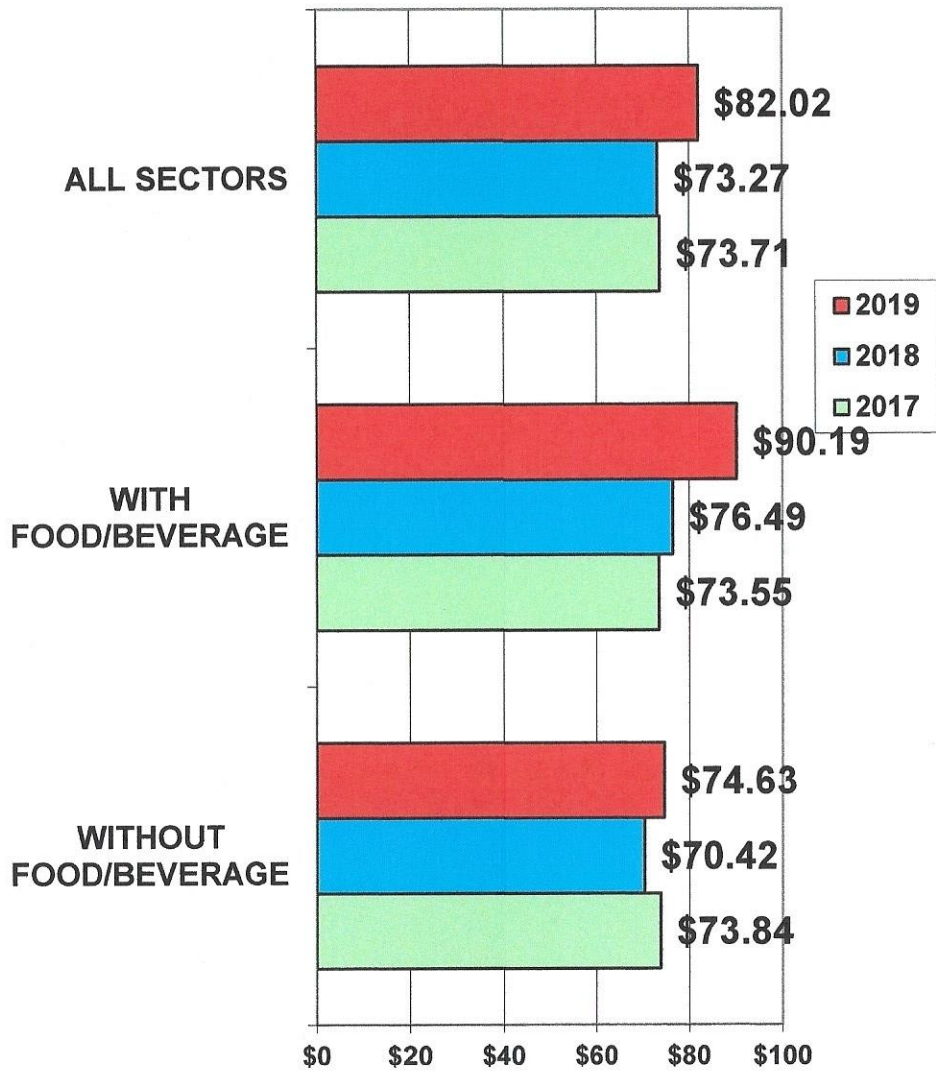
### VOLUSIA OCCUPANCY BY FOOD/BEVERAGE - MAY 2017 - 2019



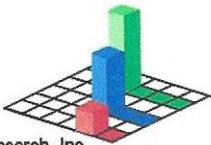
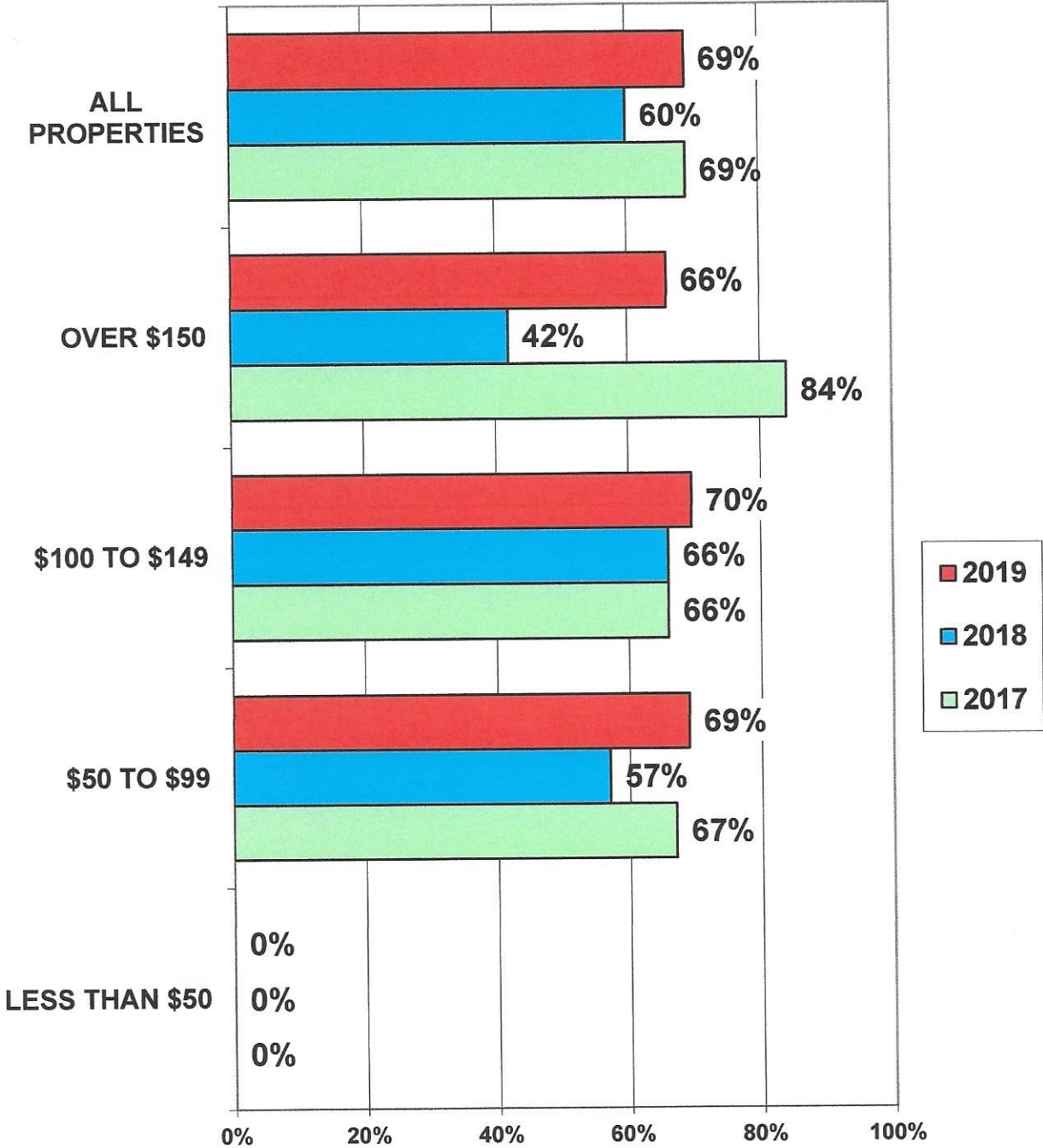
### VOLUSIA AVERAGE DAILY RATE BY FOOD/BEVERAGE MAY 2017 - 2019



**VOLUSIA REV/PAR BY  
FOOD/BEVERAGE -  
MAY 2017 - 2019**



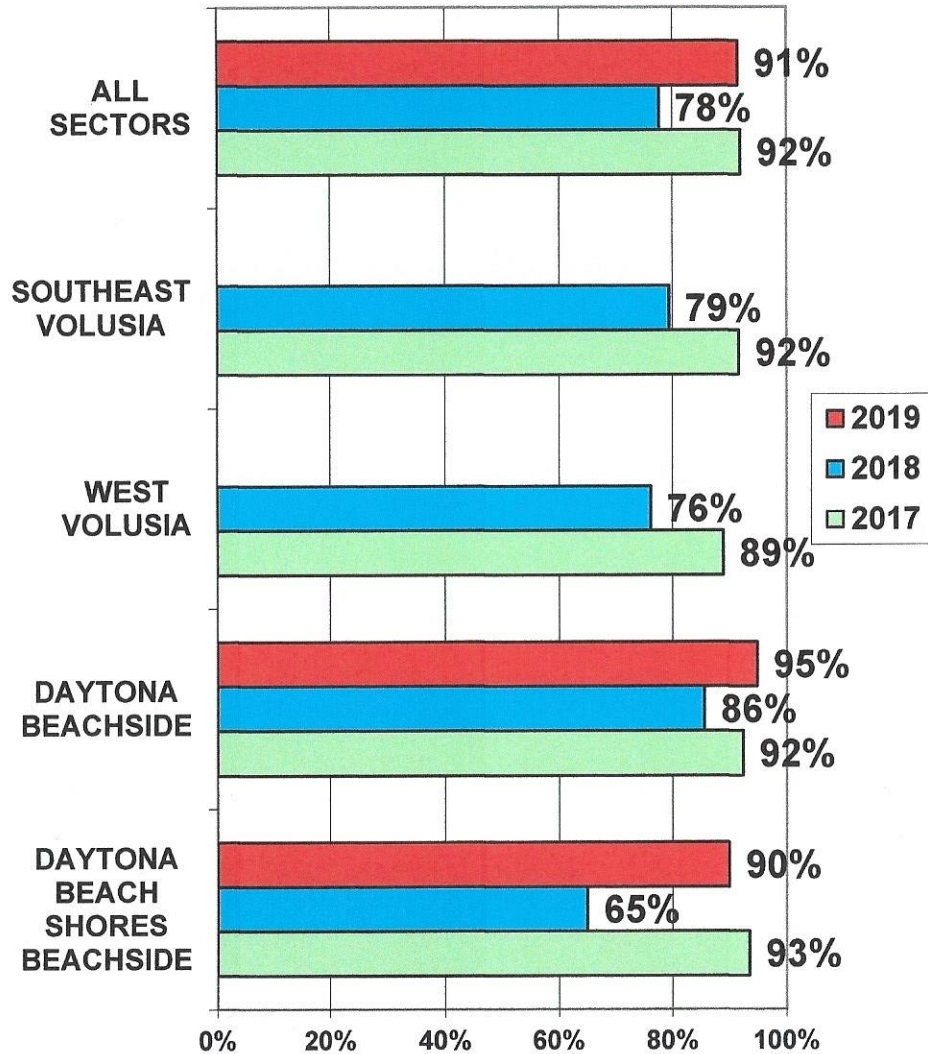
# DAYTONA BEACH HOTEL/MOTEL OCCUPANCY BY PRICE RANGE MAY 2017 - 2019



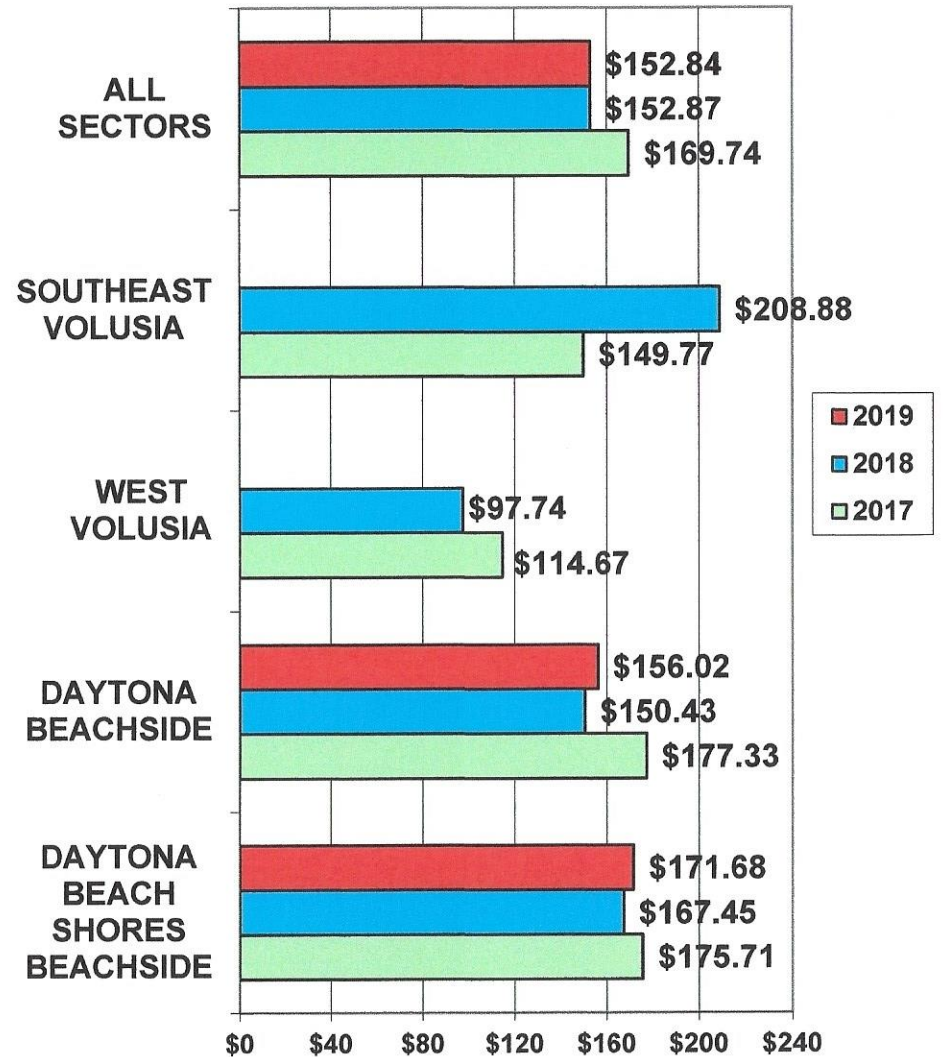
Mid-Florida Marketing & Research, Inc.



### VOLUSIA OCCUPANCY BY AREA SECTORS - MEMORIAL DAY WEEKEND 2017 - 2019

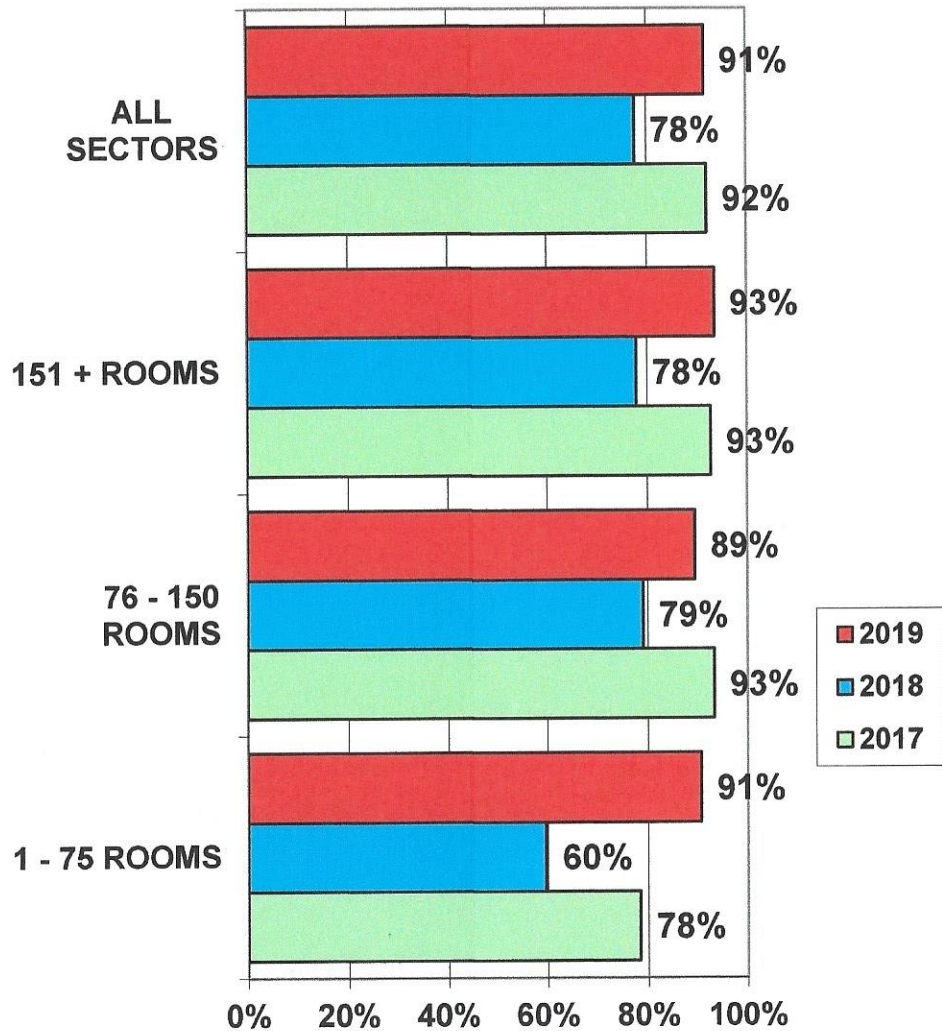


### VOLUSIA AVERAGE DAILY RATE BY AREA SECTORS - MEMORIAL DAY WEEKEND 2017 - 2019

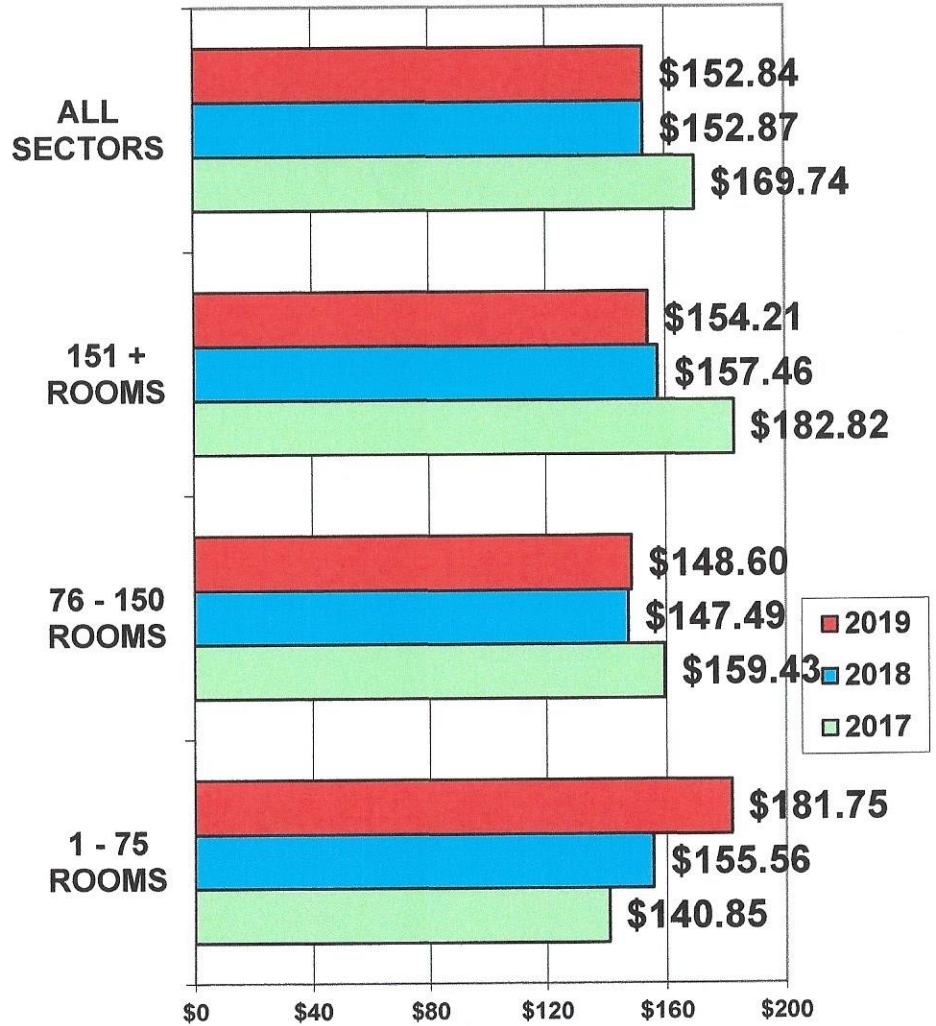


AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.

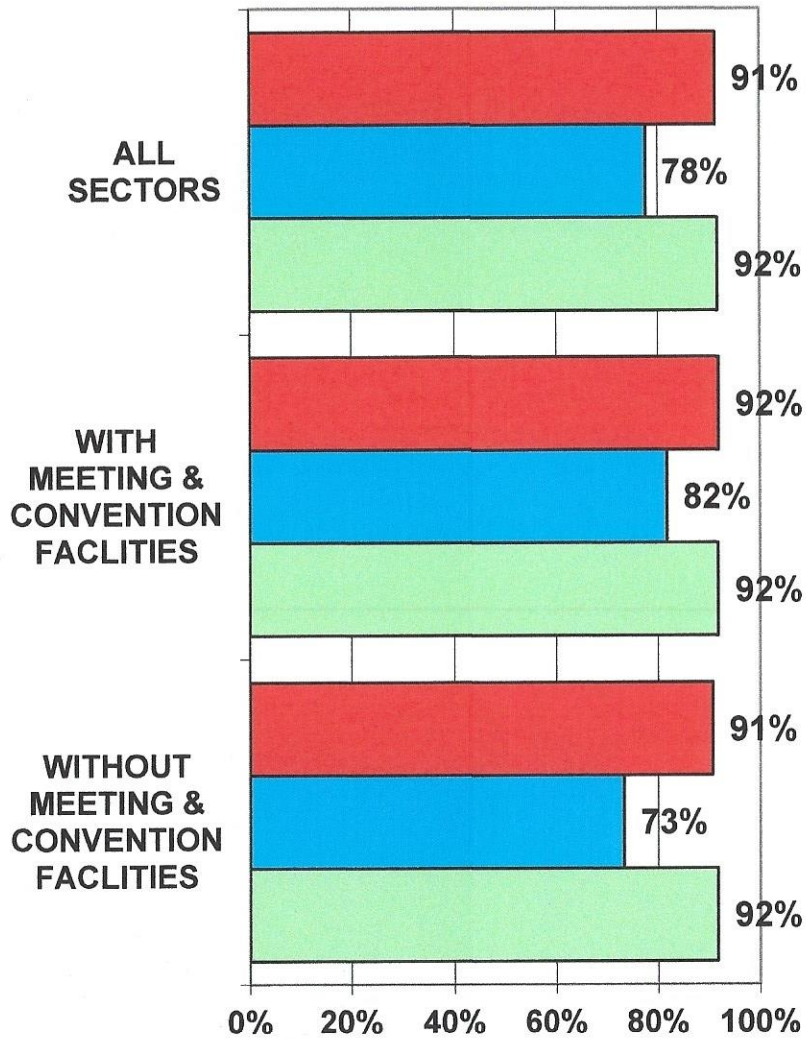
**VOLUSIA OCCUPANCY  
BY PROPERTY SIZE -  
MEMORIAL DAY WEEKEND  
2017 - 2019**



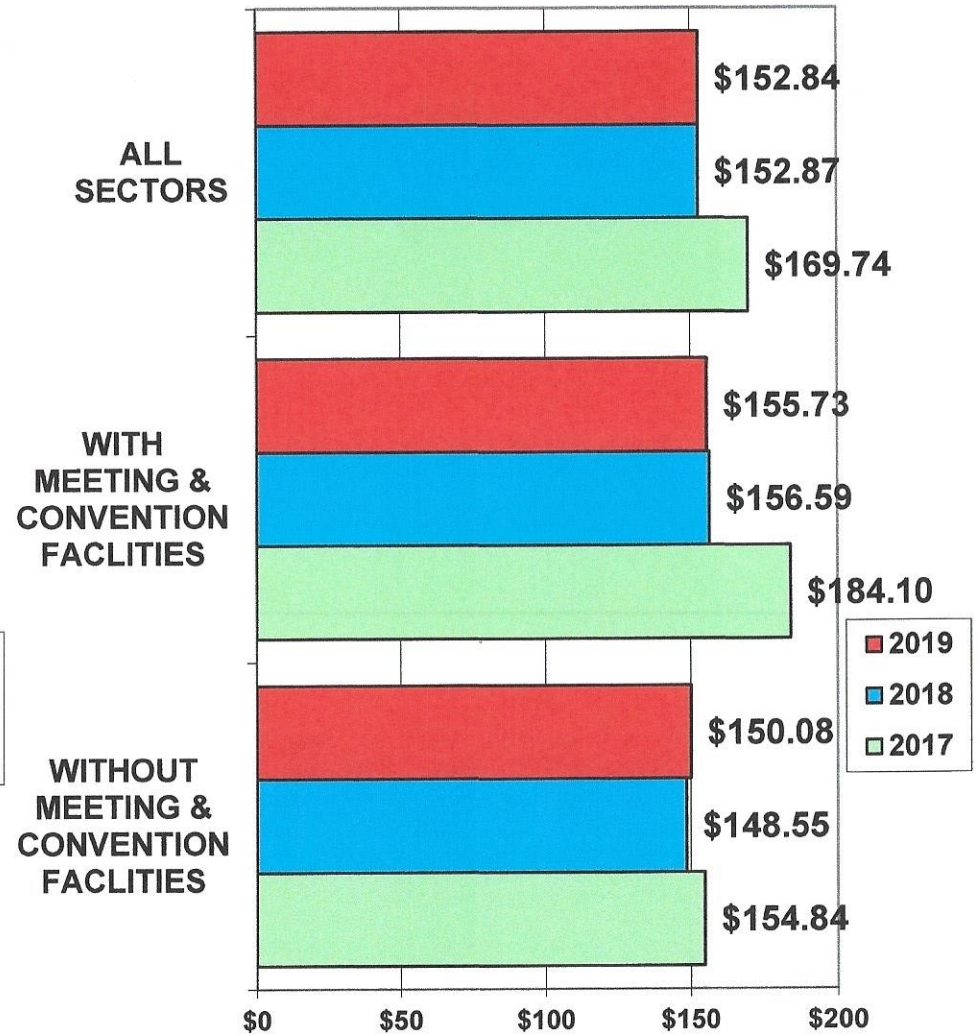
**VOLUSIA AVERAGE DAILY RATE  
BY PROPERTY SIZE -  
MEMORIAL DAY WEEKEND  
2017 - 2019**



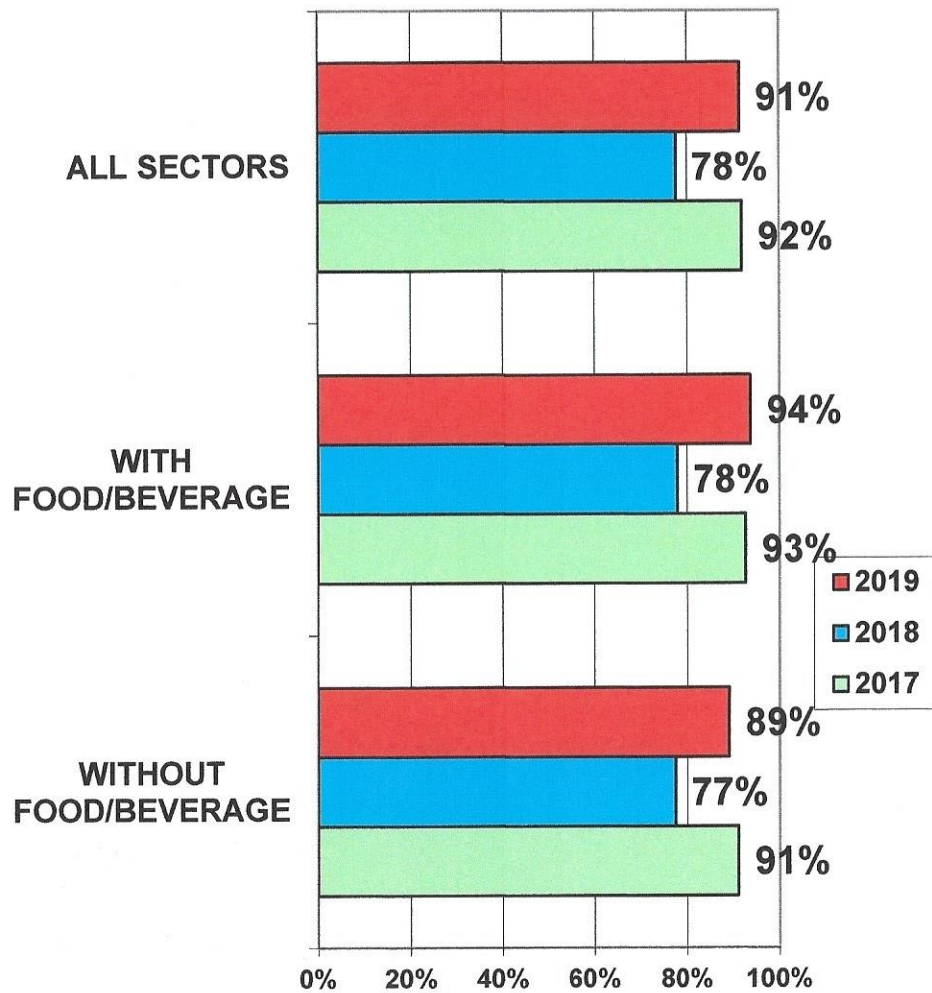
**VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - MEMORIAL DAY WEEKEND 2017 - 2019**



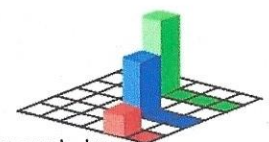
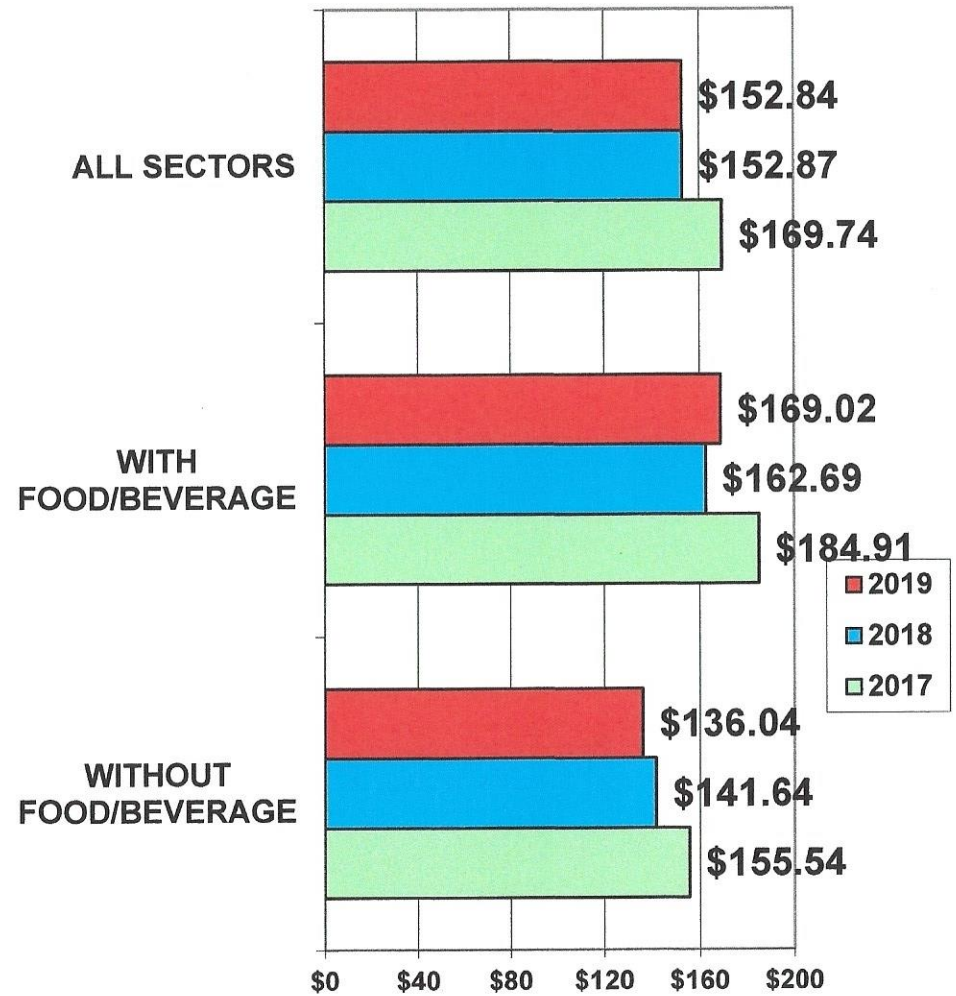
**VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - MEMORIAL DAY WEEKEND 2017 - 2019**



**VOLUSIA OCCUPANCY BY  
FOOD/BEVERAGE -  
MEMORIAL DAY WEEKEND  
2017 - 2019**



**VOLUSIA AVERAGE DAILY RATE BY  
FOOD/BEVERAGE  
MEMORIAL DAY WEEKEND  
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>
<b>DAYTONA BEACH SHORES BEACHSIDE</b>													
BAHAMA HOUSE	95	X	X	X	X	X							
BEST WESTERN PLUS AKU TIKI	132	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 AND SUITES OCEANFRONT	100	X	X	X	X	X							
HYATT PLACE	143	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 SEABREEZE	96	X	X			X							
DAYTONA BEACH REGENCY	98	X	X	X	X	X							
DAYTONA BEACH RESORT	303	X	X	X	X	X							
HARD ROCK HOTEL	200	X	X	X	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 DAYTONA BEACH 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					
WYNDHAM OCEAN WALK	127	X	X			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>
<b>ORMOND BEACHSIDE</b>													
BEST WESTERN CASTILLO DEL SOL	147	X	X	X	X	X							
CORAL SANDS OCEAN FRONT	102	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							
CLARION INN DESTINATION DAYTONA	79		X	X	X								
LA QUINTA INN	143		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							
HOMWOOD 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	14	X	X	X	X	X							
COMFORT INN DELAND	68	X	X	X	X	X							
COURTYARD DELAND	104			X	X	X							
DAYS INN ORANGE CITY	37		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									
INN ON THE AVENUE	6		X	X	X	X							
OCEAN TRILLIUM SUITES	32	X	X	X	X	X							
SPRINGHILL SUITES	114			X	X	X							

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

