

Memo

To: HAAA
From: Evelyn Fine
Date: January 3, 2019
Subject: November 2018 Occupancy & Average Daily Rate Report

Overall Daytona Beach Area Occupancy decreased about 9%, to 53% in November 2018 from 58% in November 2017.

The Daytona Beach Area Average Daily Rate decreased about 3%, to \$104.85 in November 2018 from \$107.99 in November 2017.

The Daytona Beach Area Revenue per Available Room decreased about 12%, to \$55.36 in November 2018 from \$62.64 in November 2017.

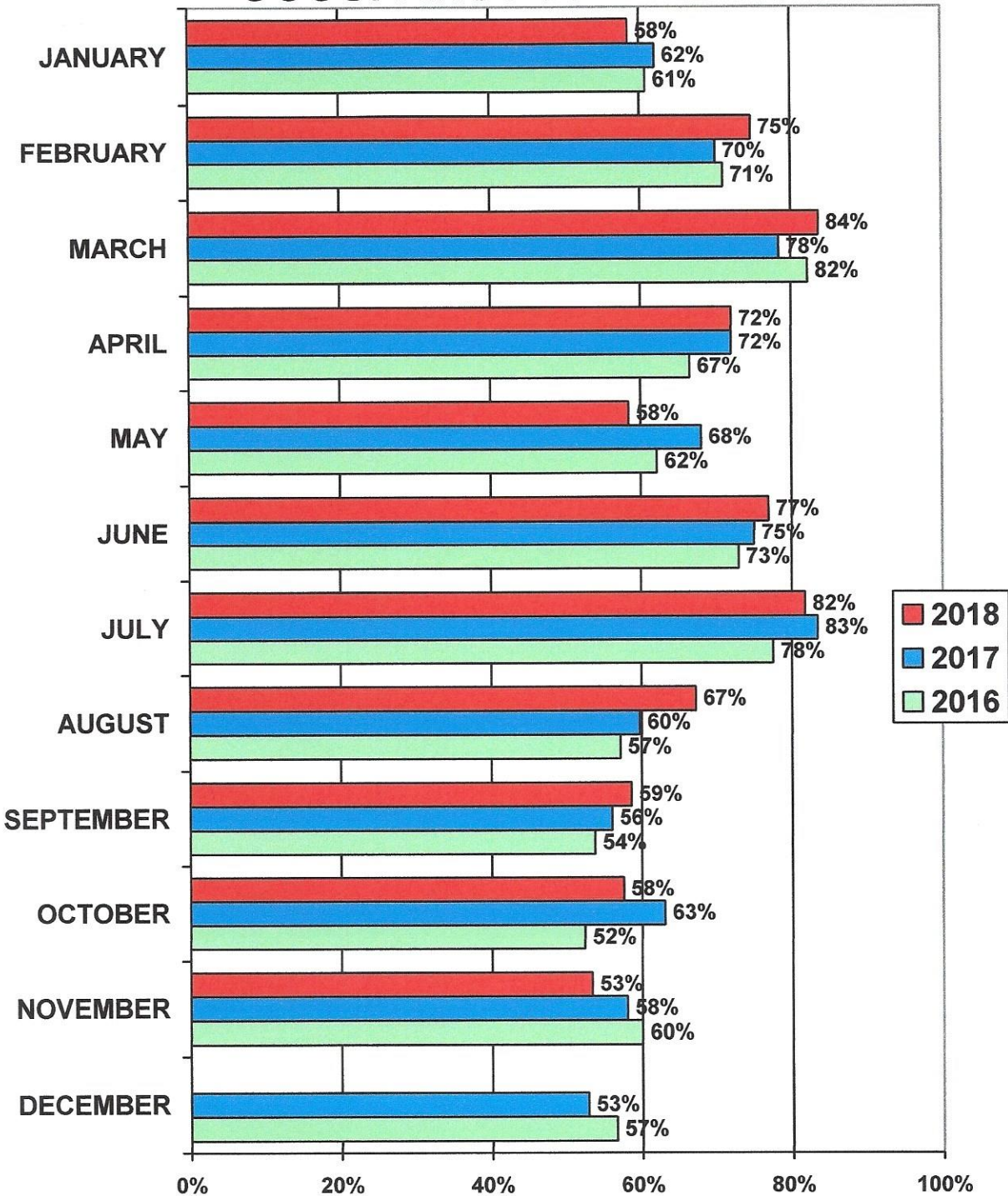
The Turkey Run was held during Thanksgiving Weekend at the Daytona International Speedway. A car show usually held Beachside was moved to the Speedway area and had a negative impact on the Occupancy and ADR during the weekend for Beachside properties.

Several hotels were still not operating at 100% and a few were undergoing partial or complete renovation.

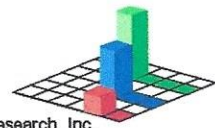
EF/LK



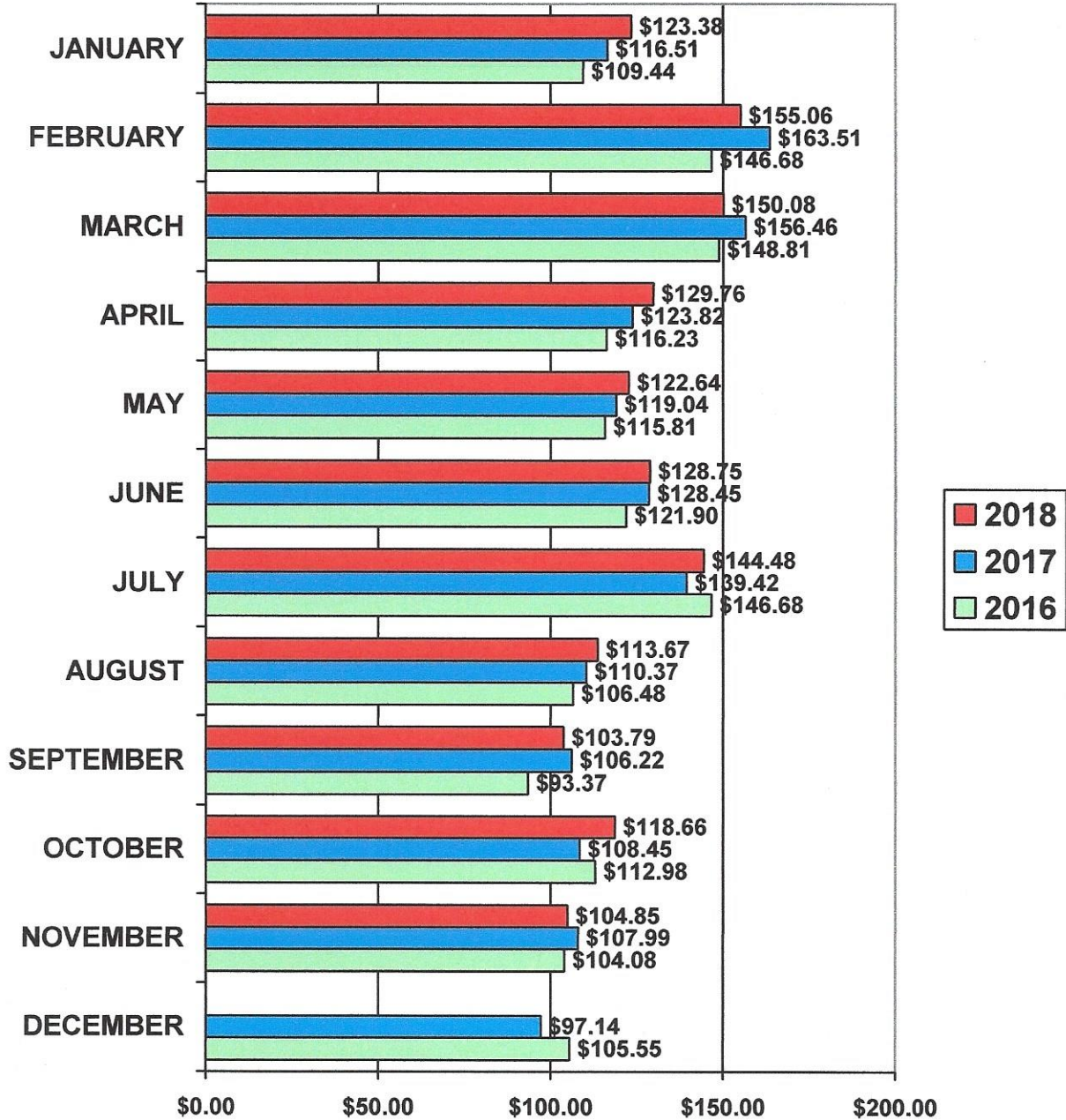
HALIFAX AREA HOTEL/MOTEL OCCUPANCY 2016 - 2018



2018 YTD AVG. 68% NOV 2018 HIGH 88%
 2017 YTD AVG. 68% NOV 2018 LOW 21%
 2016 YTD AVG. 66%



HALIFAX AREA HOTEL/MOTEL AVERAGE DAILY RATE 2016 - 2018

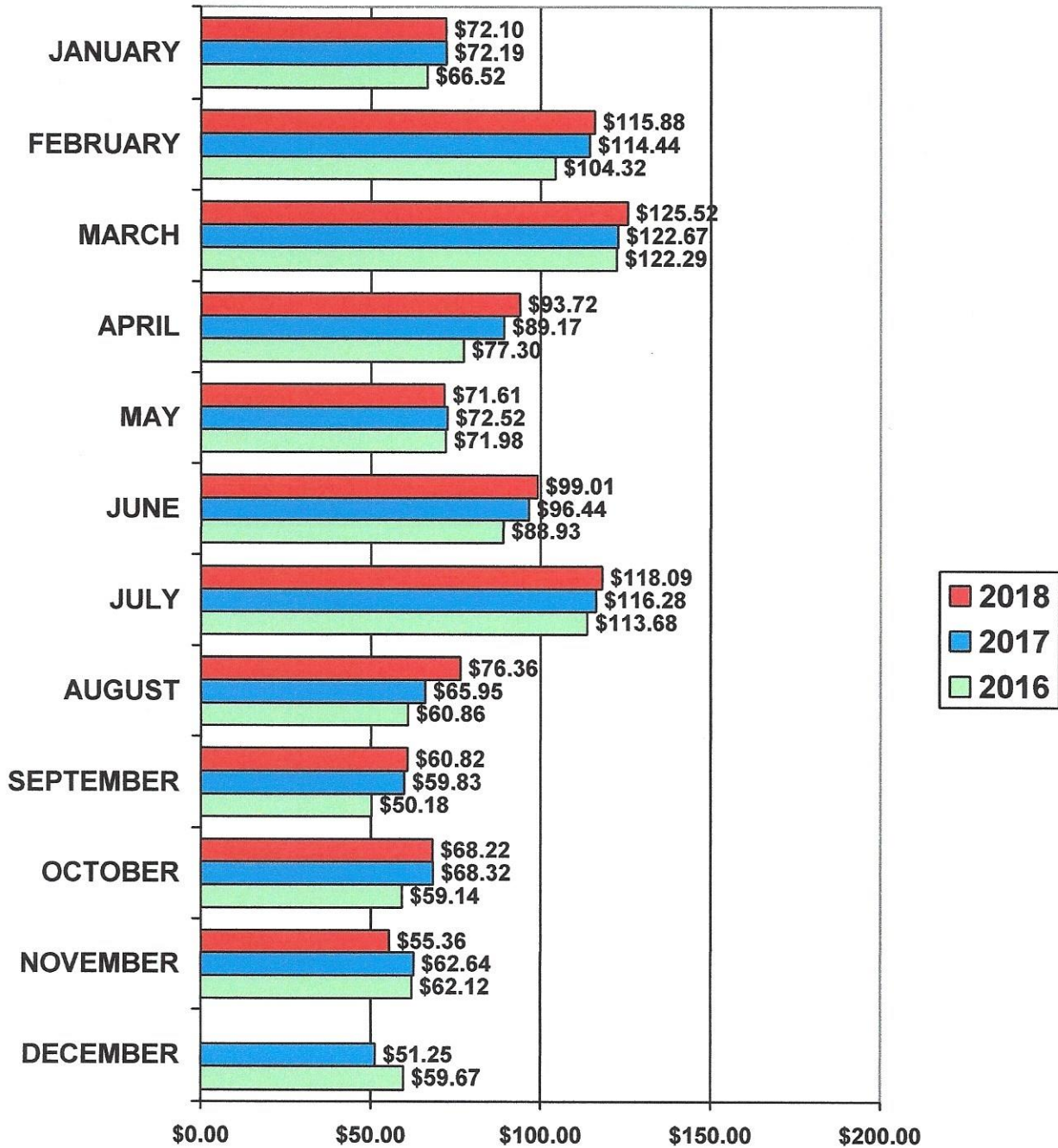


2018 YTD AVG. \$129.36 NOV 2018
 2017 YTD AVG. \$126.92 NOV 2018
 2016 YTD AVG. \$123.27

HIGH \$ 146.62
 LOW \$ 57.03



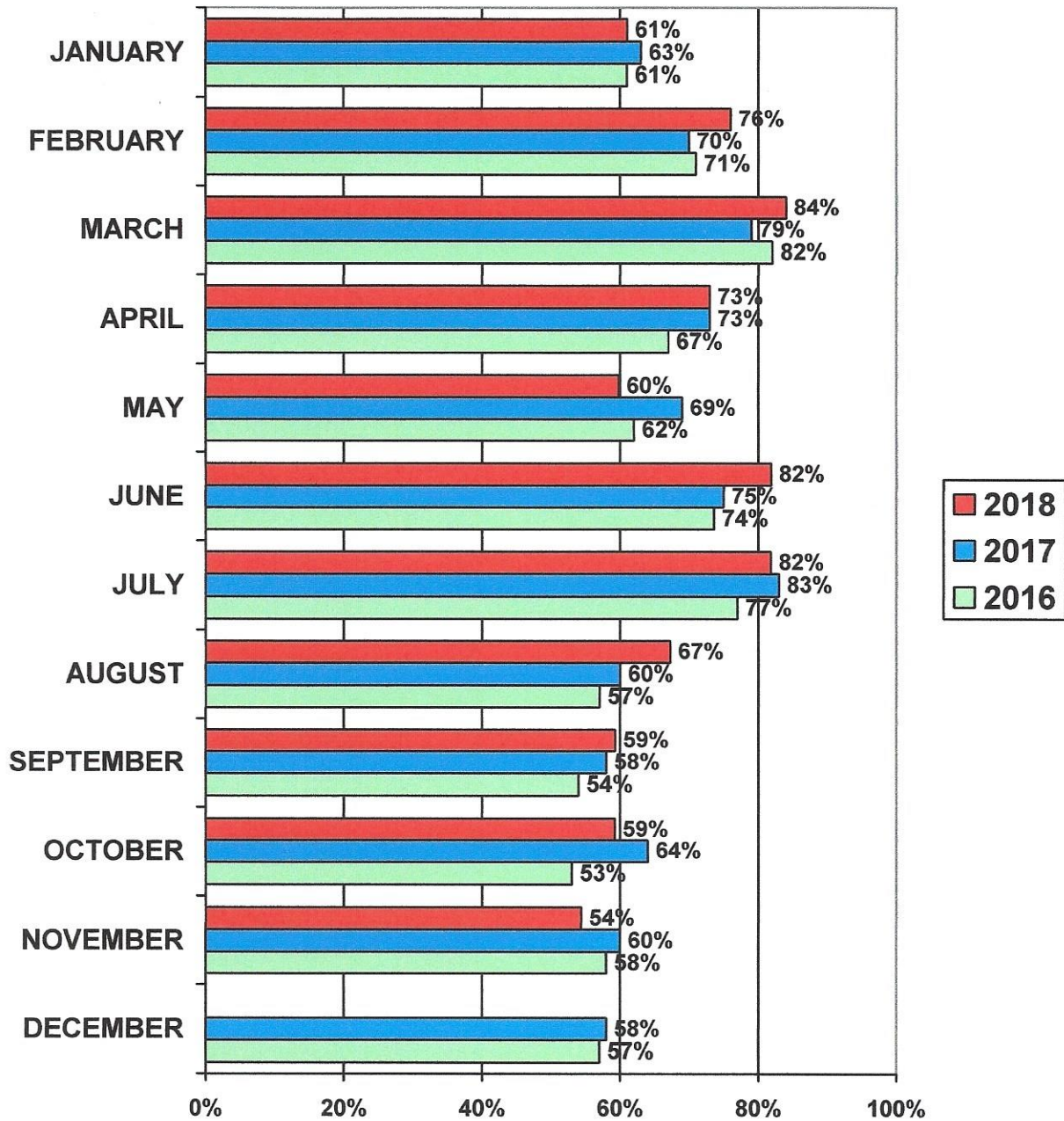
HALIFAX AREA HOTEL/MOTEL REV PAR BY MONTH 2016 - 2018



2018 YTD AVG. \$ 87.91
 2017 YTD AVG. \$ 85.23
 2016 YTD AVG. \$ 80.84



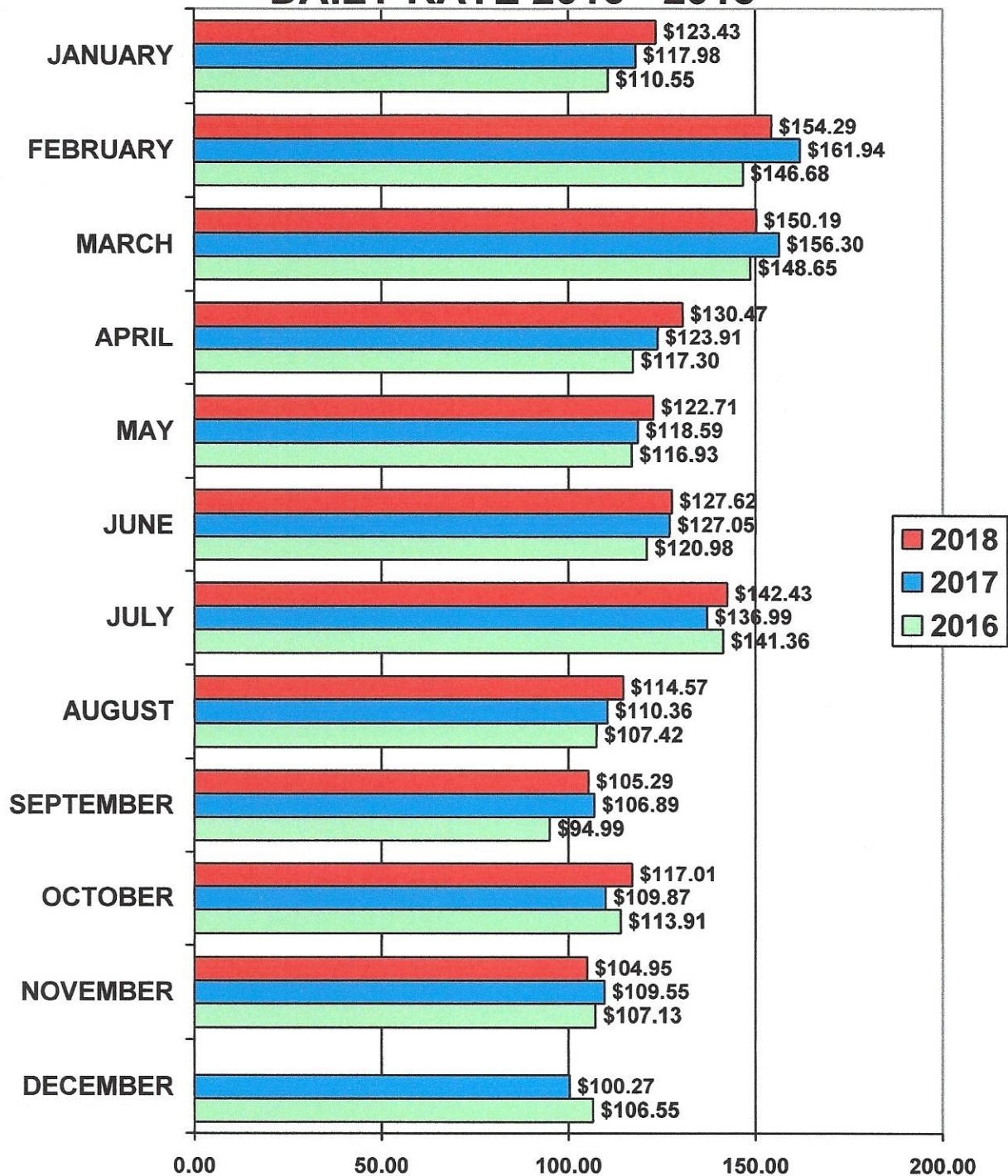
VOLUSIA HOTEL/MOTEL OCCUPANCY 2016 - 2018



2018 YTD AVG. 69%
2017 YTD AVG. 69%
2016 YTD AVG. 66%

NOV 2018 HIGH 88%
NOV 2018 LOW 21%

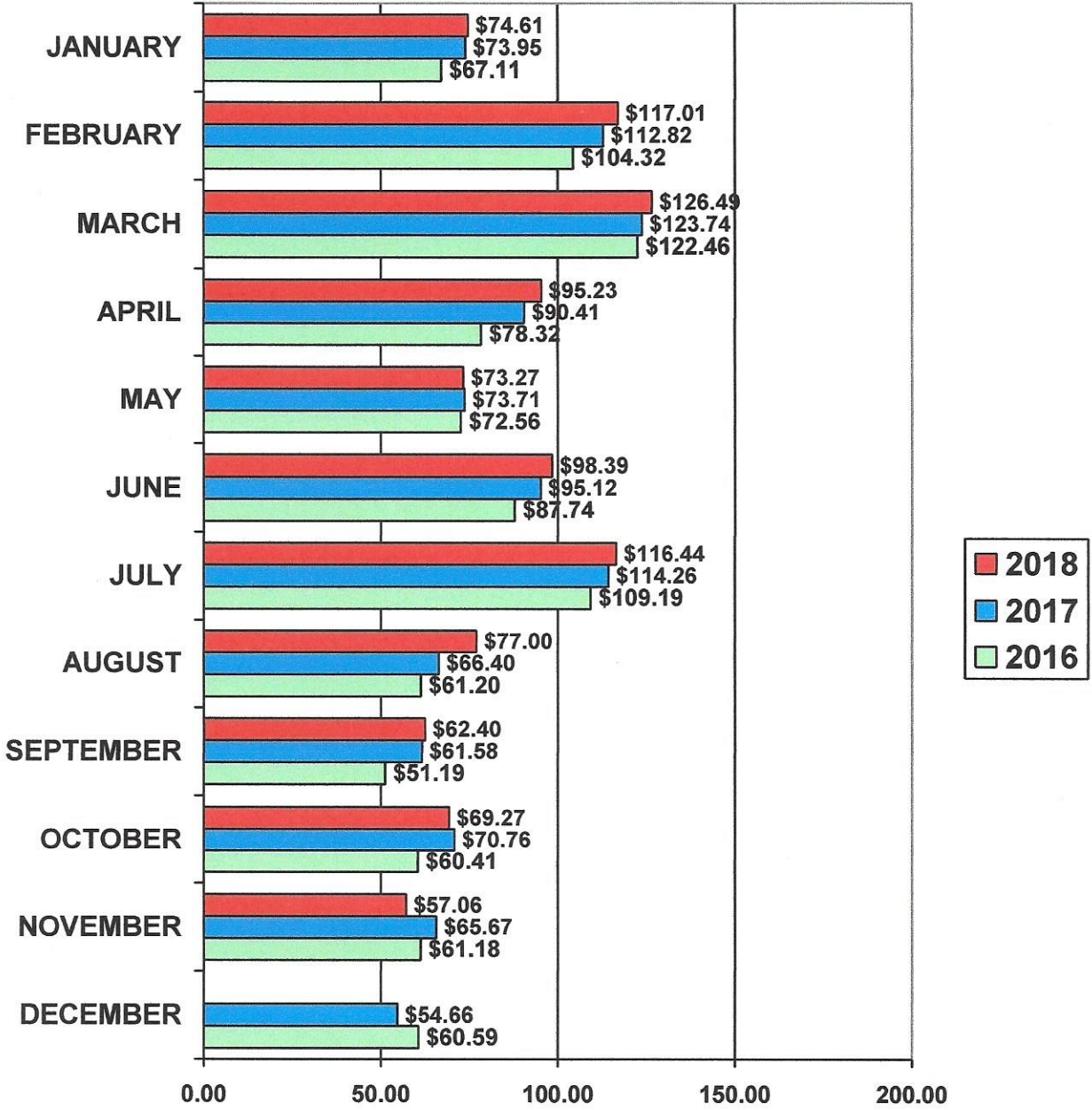
VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2016 - 2018



2018 YTD AVG. \$129.22 NOV 2018 HIGH \$ 176.31
 2017 YTD AVG. \$128.02 NOV 2018 LOW \$ 57.03
 2016 YTD AVG. \$124.43



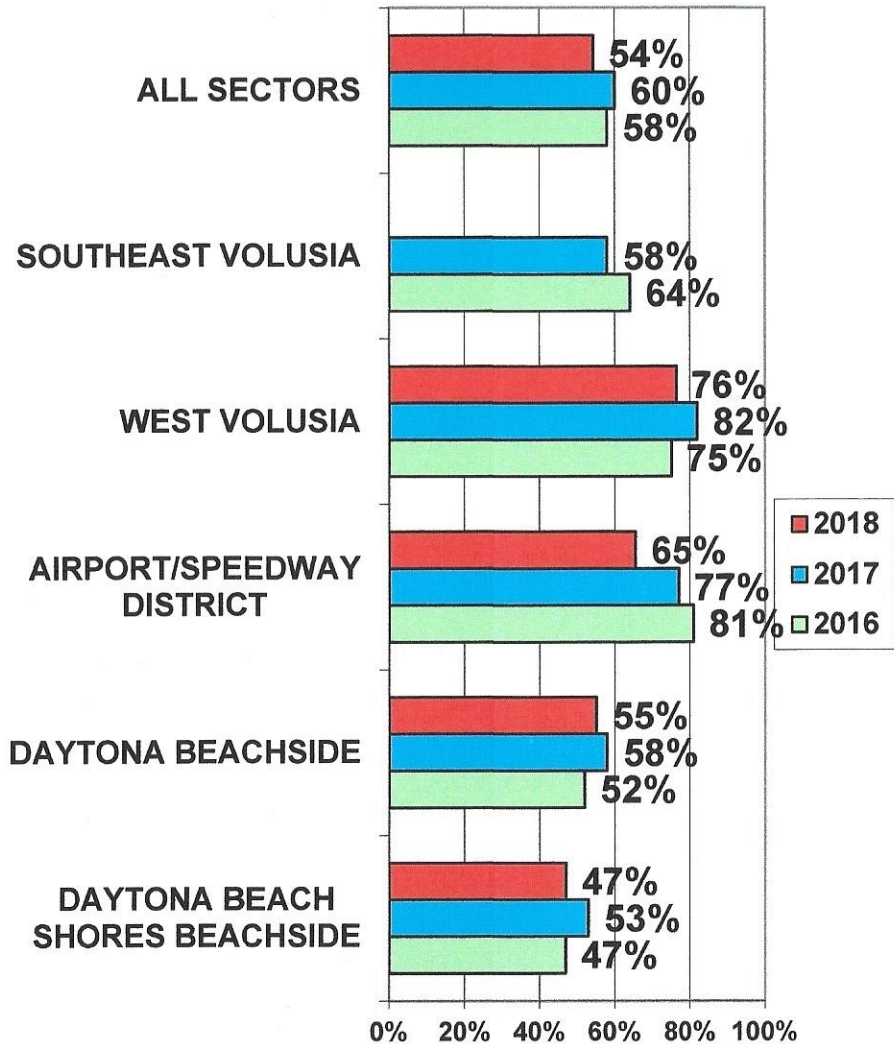
VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2016 - 2018



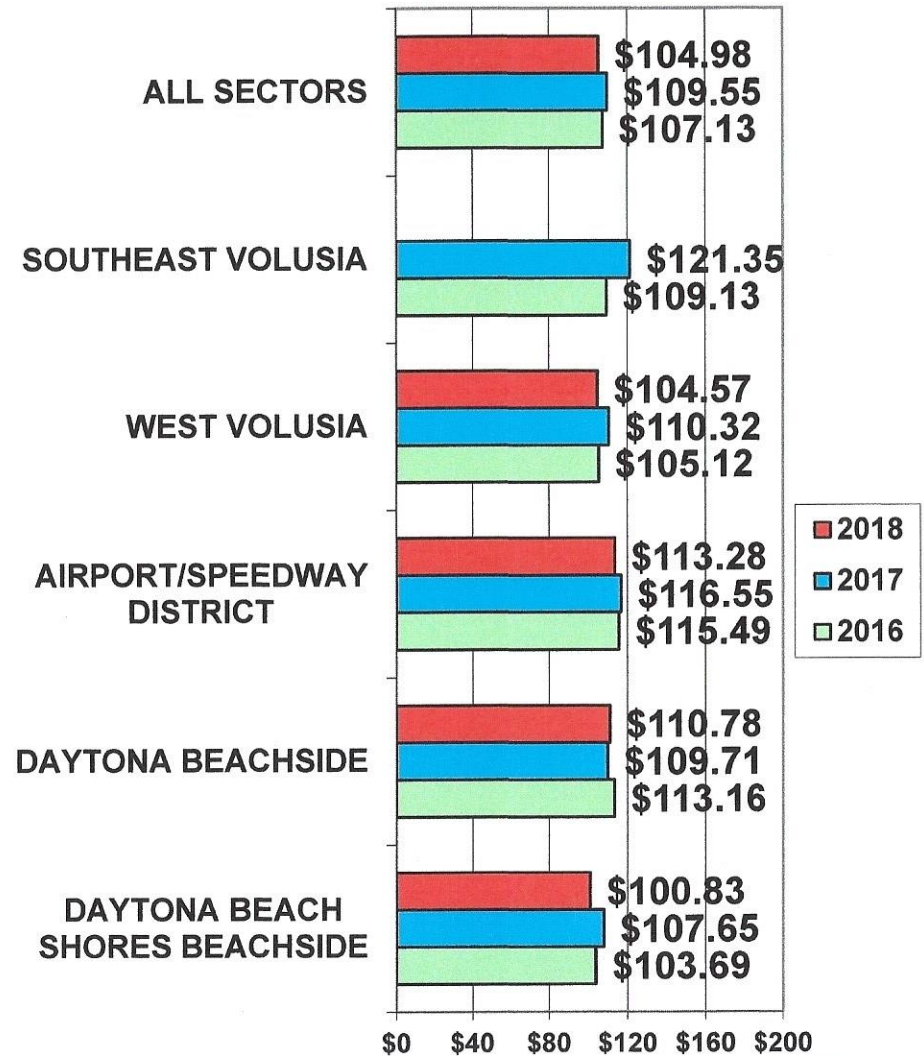
2018 YTD AVG. \$ 88.85
2017 YTD AVG. \$ 85.99
2016 YTD AVG. \$ 80.66



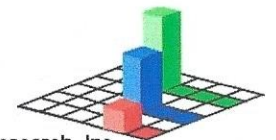
VOLUSIA OCCUPANCY BY AREA SECTORS - NOVEMBER 2016 - 2018



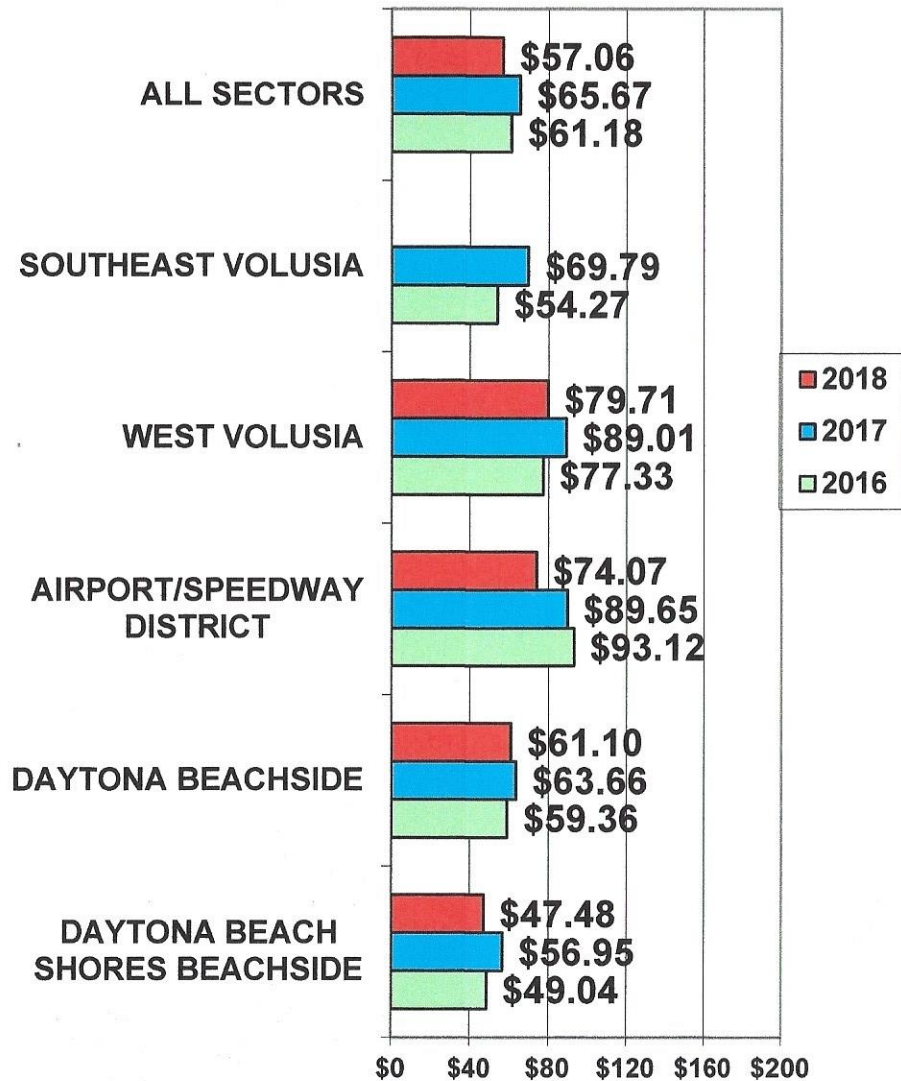
VOLUSIA AVERAGE DAILY RATE BY AREA SECTORS - NOVEMBER 2016 - 2018



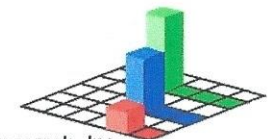
AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.



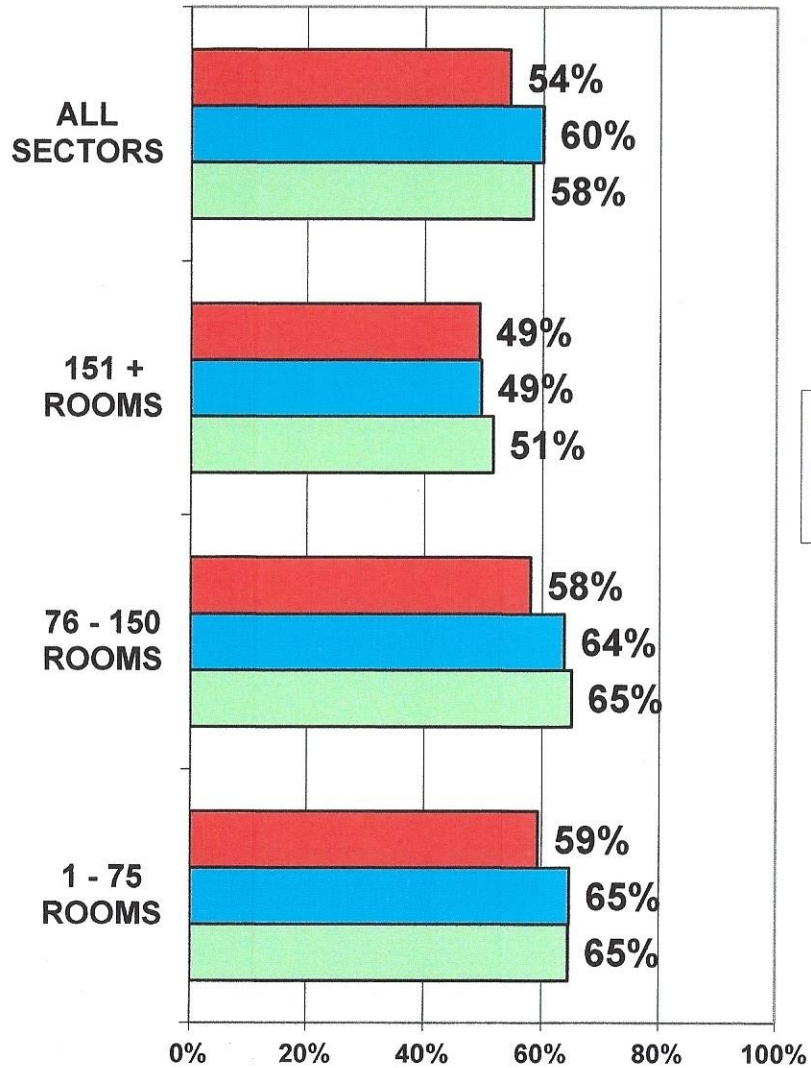
VOLUSIA REV PAR BY AREA SECTORS - NOVEMBER 2016 - 2018



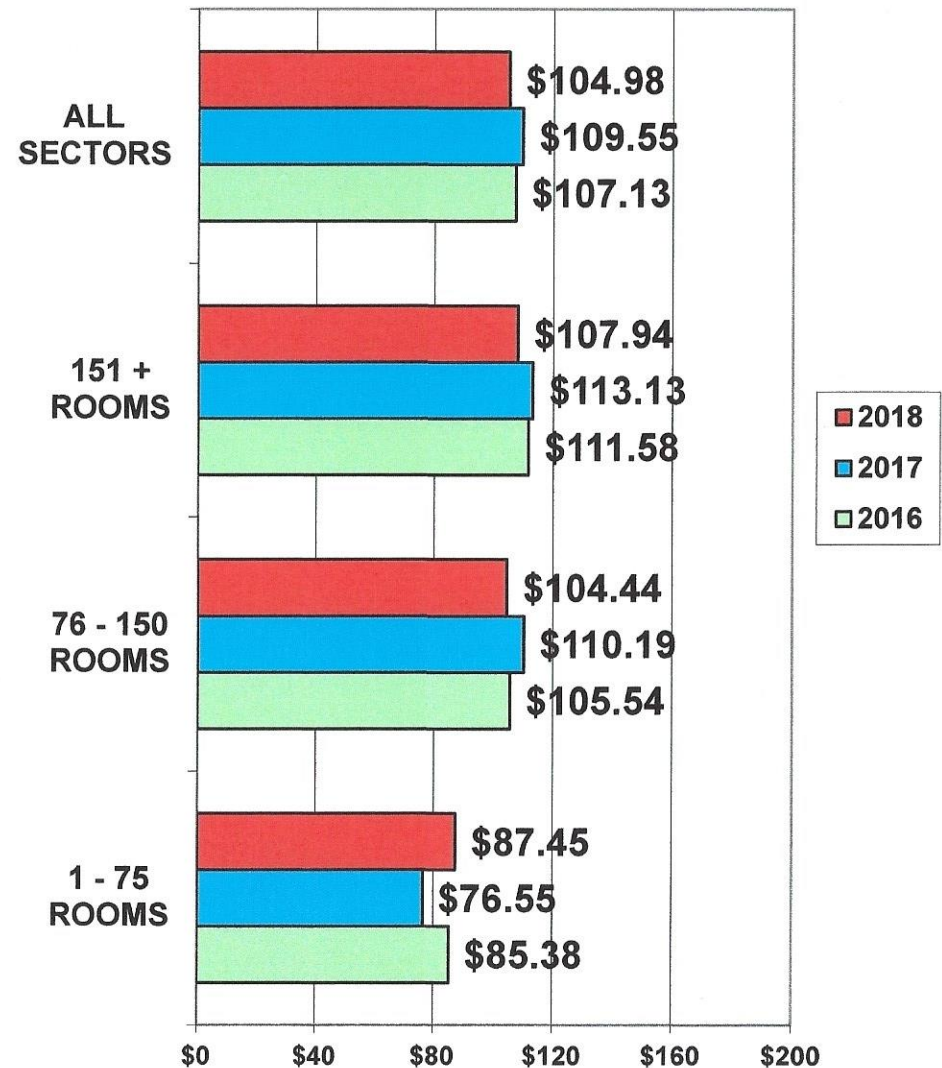
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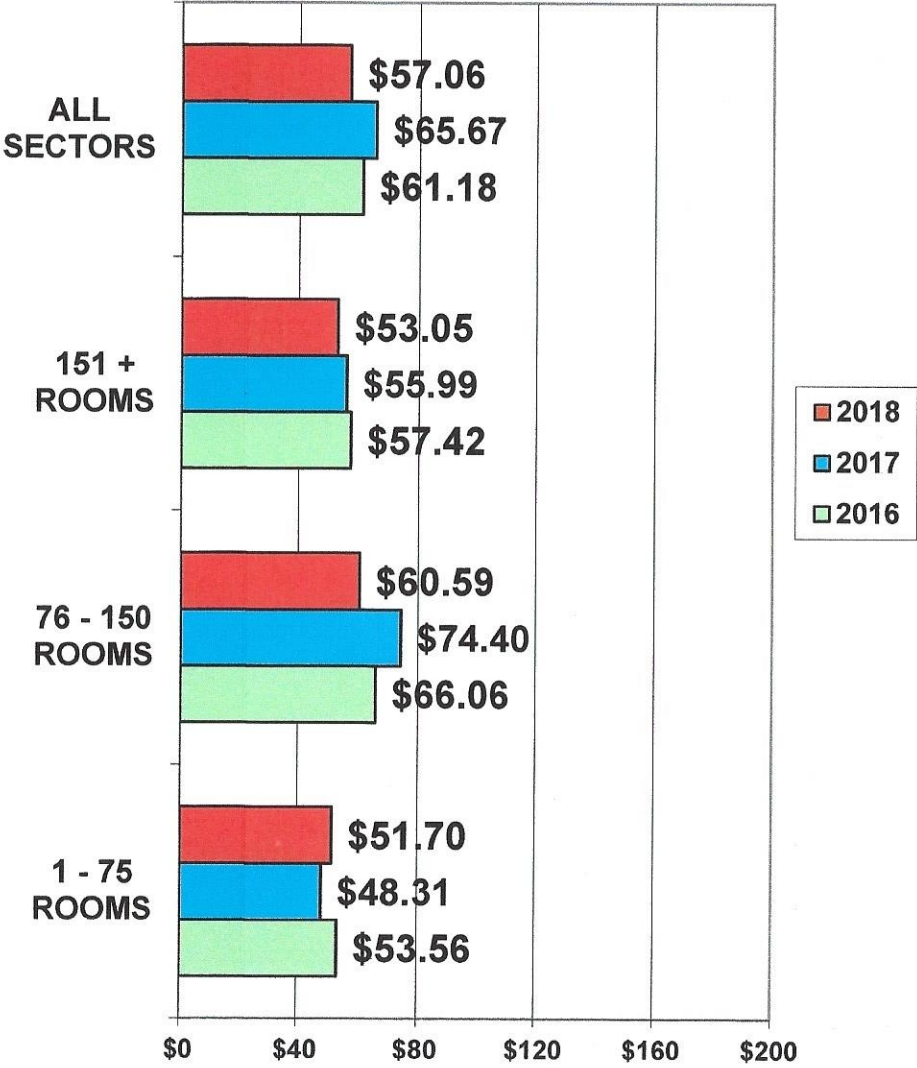
**VOLUSIA OCCUPANCY BY
PROPERTY SIZE -
NOVEMBER 2016 - 2018**



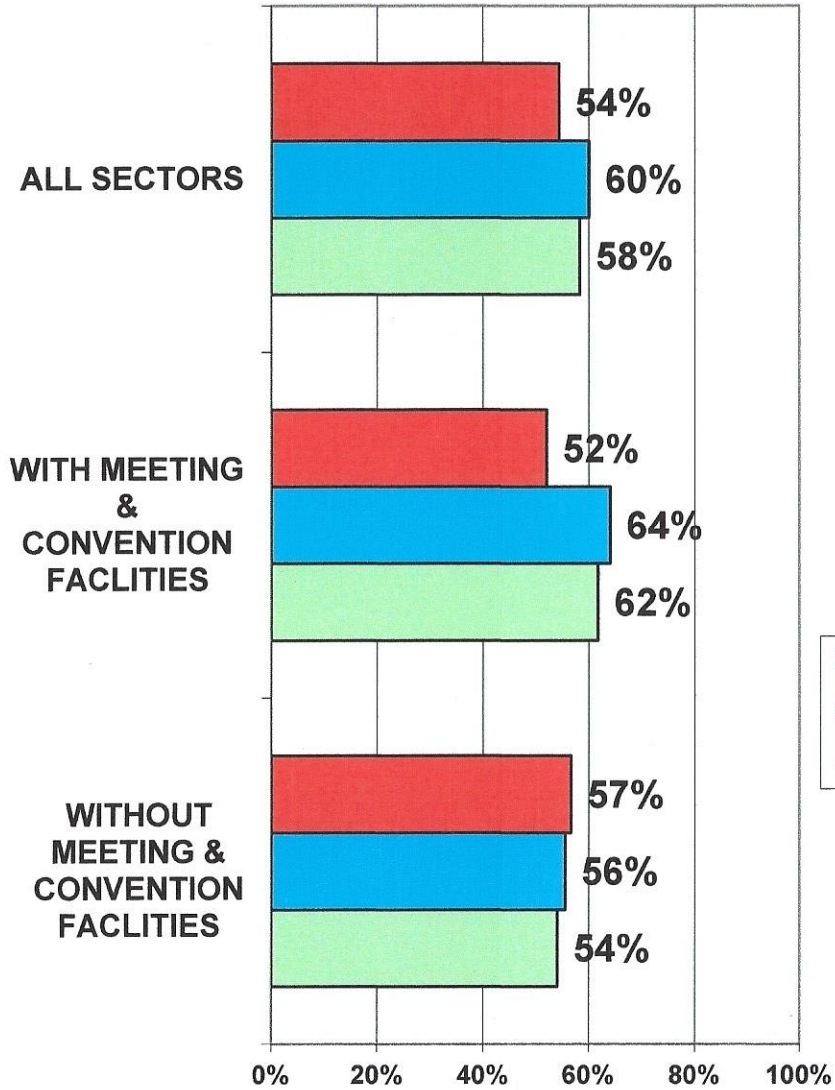
**VOLUSIA AVERAGE DAILY RATE BY
PROPERTY SIZE -
NOVEMBER 2016 - 2018**



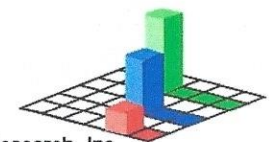
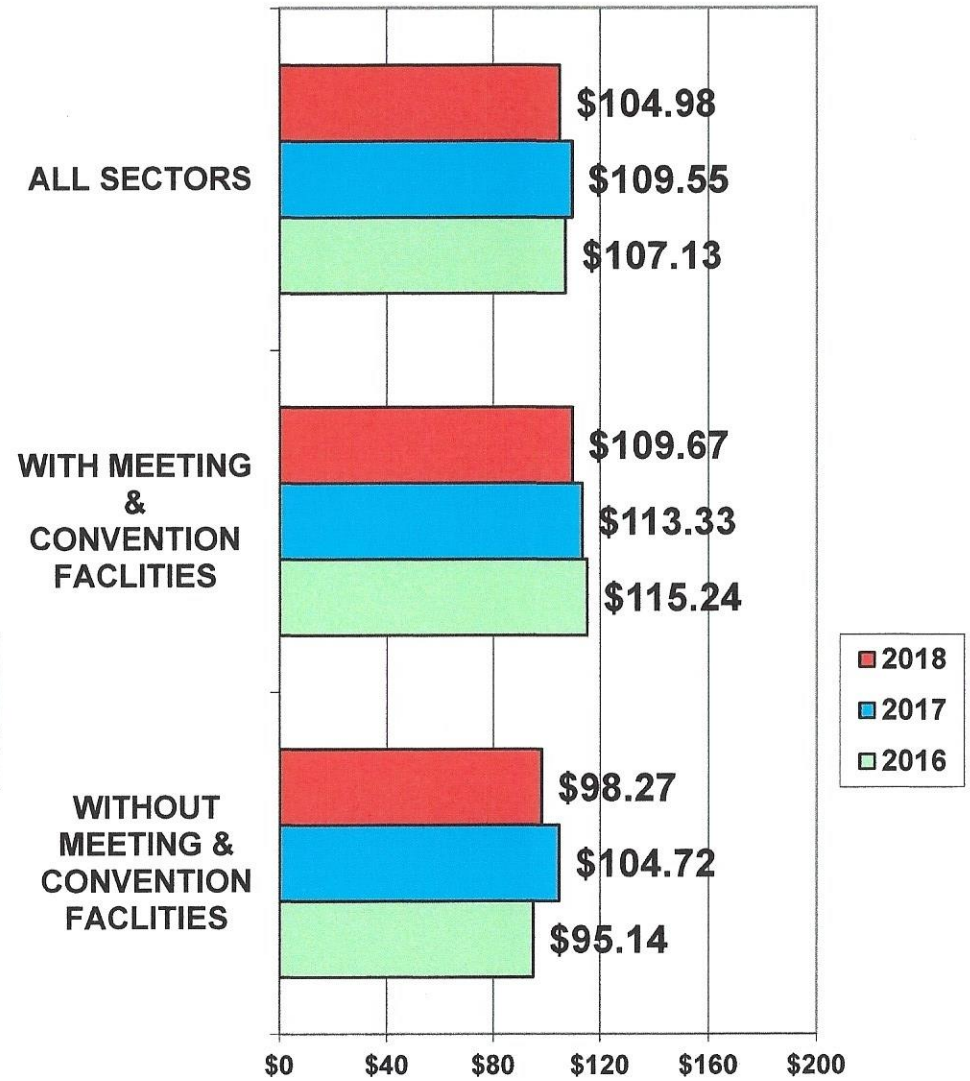
VOLUSIA REV PAR BY PROPERTY SIZE - NOVEMBER 2016 - 2018



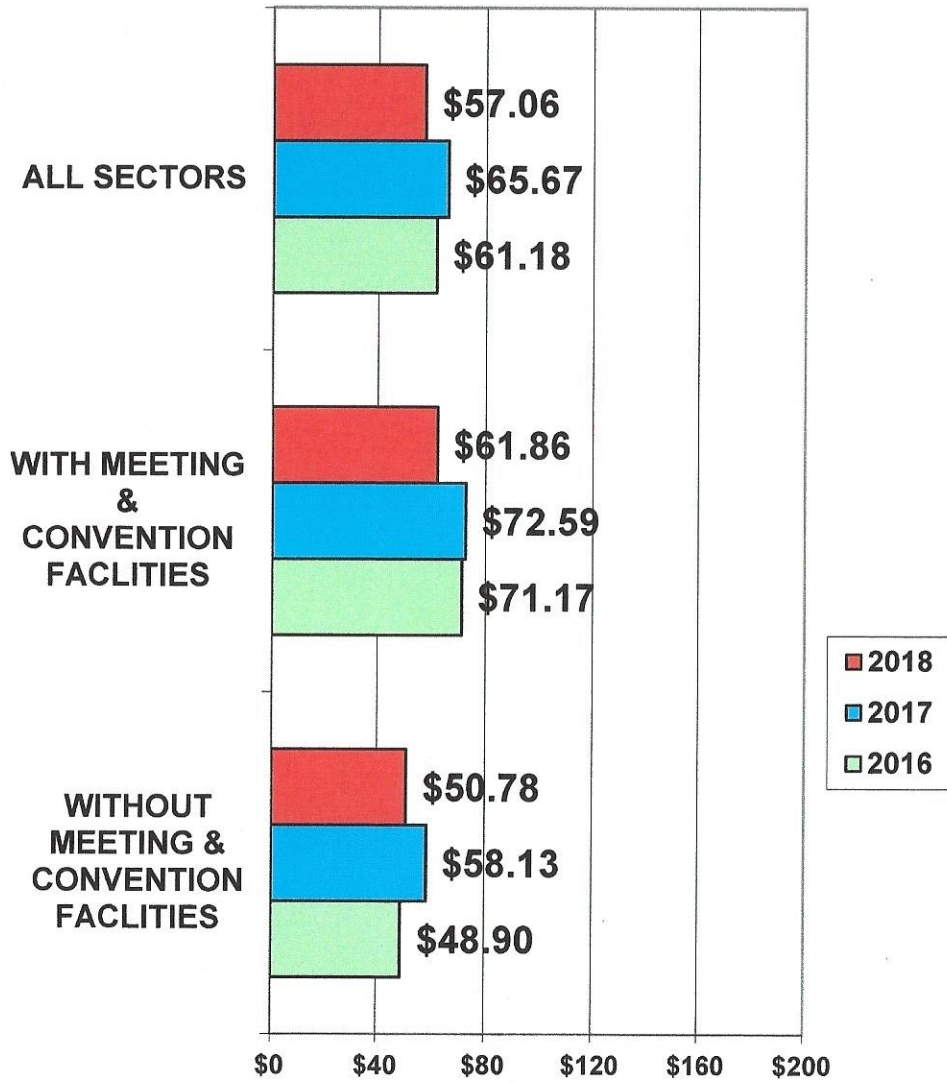
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - NOVEMBER 2016 - 2018



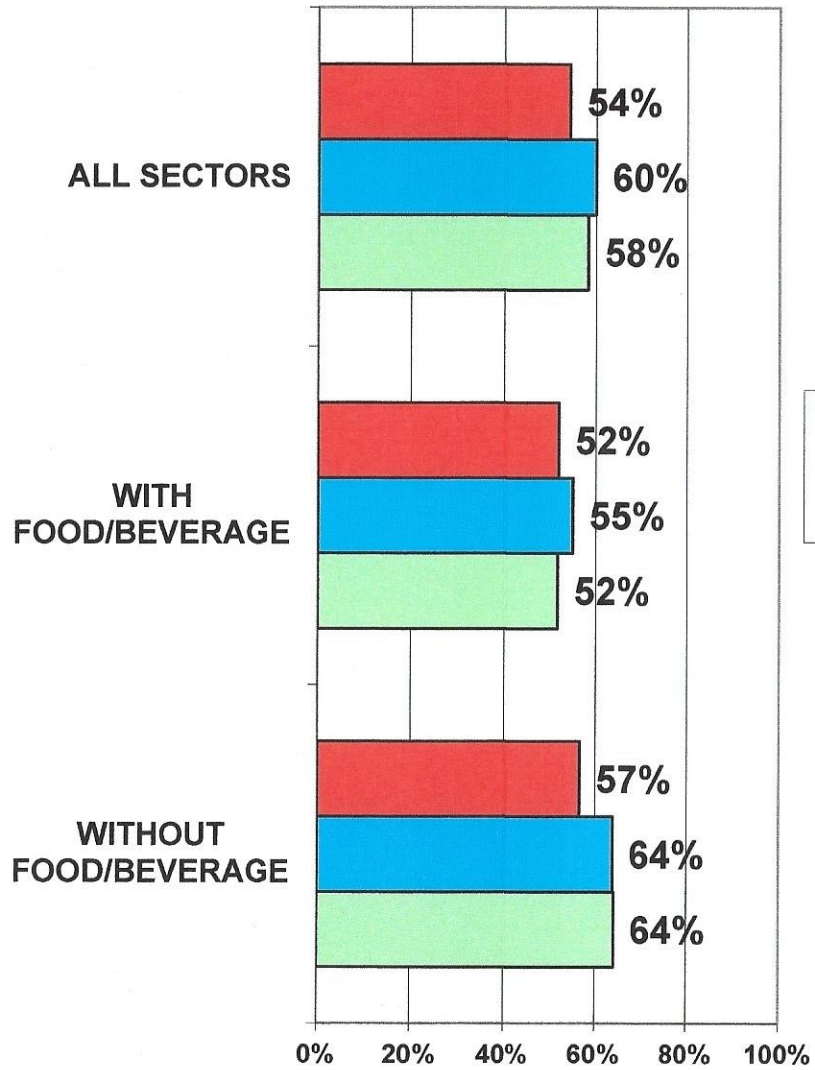
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - NOVEMBER 2016 - 2018



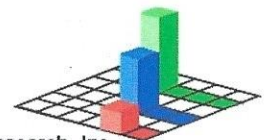
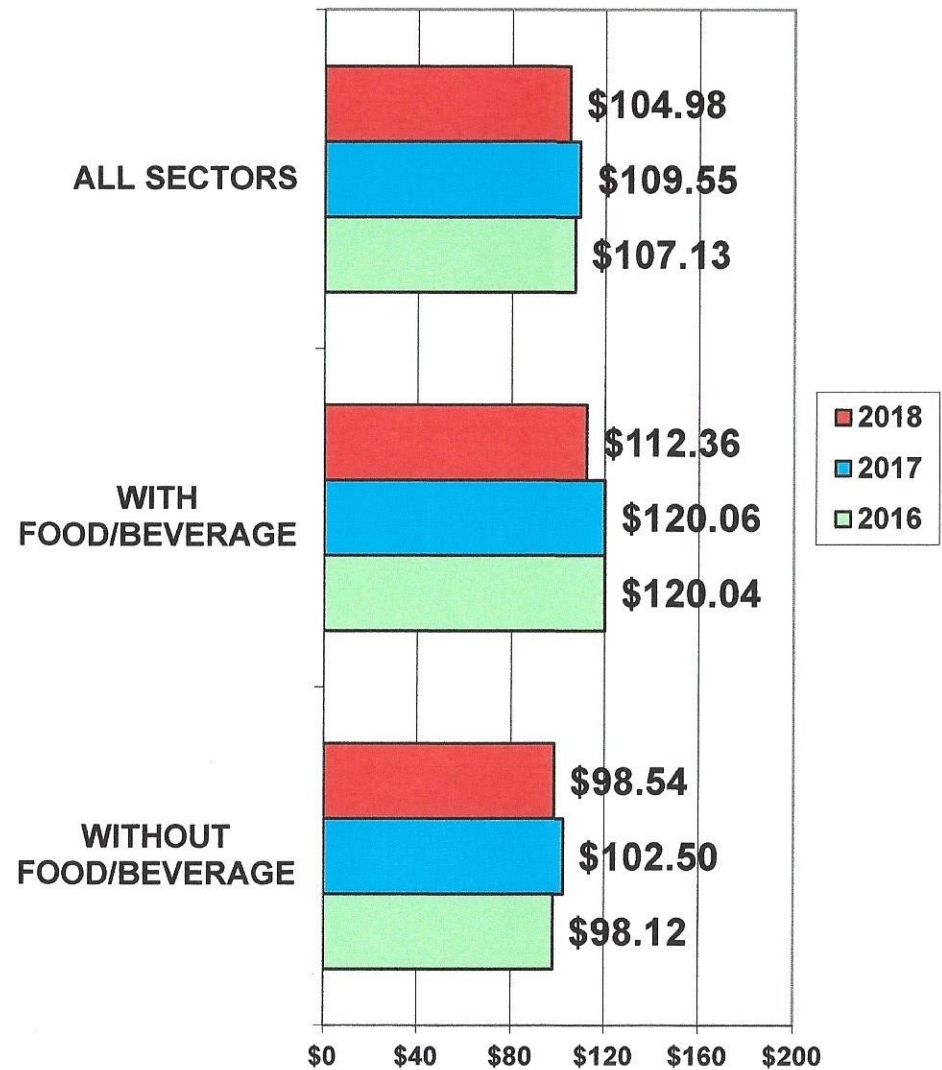
**VOLUSIA REV PAR
BY MEETING & CONVENTION
FACILITIES - NOVEMBER 2016 - 2018**



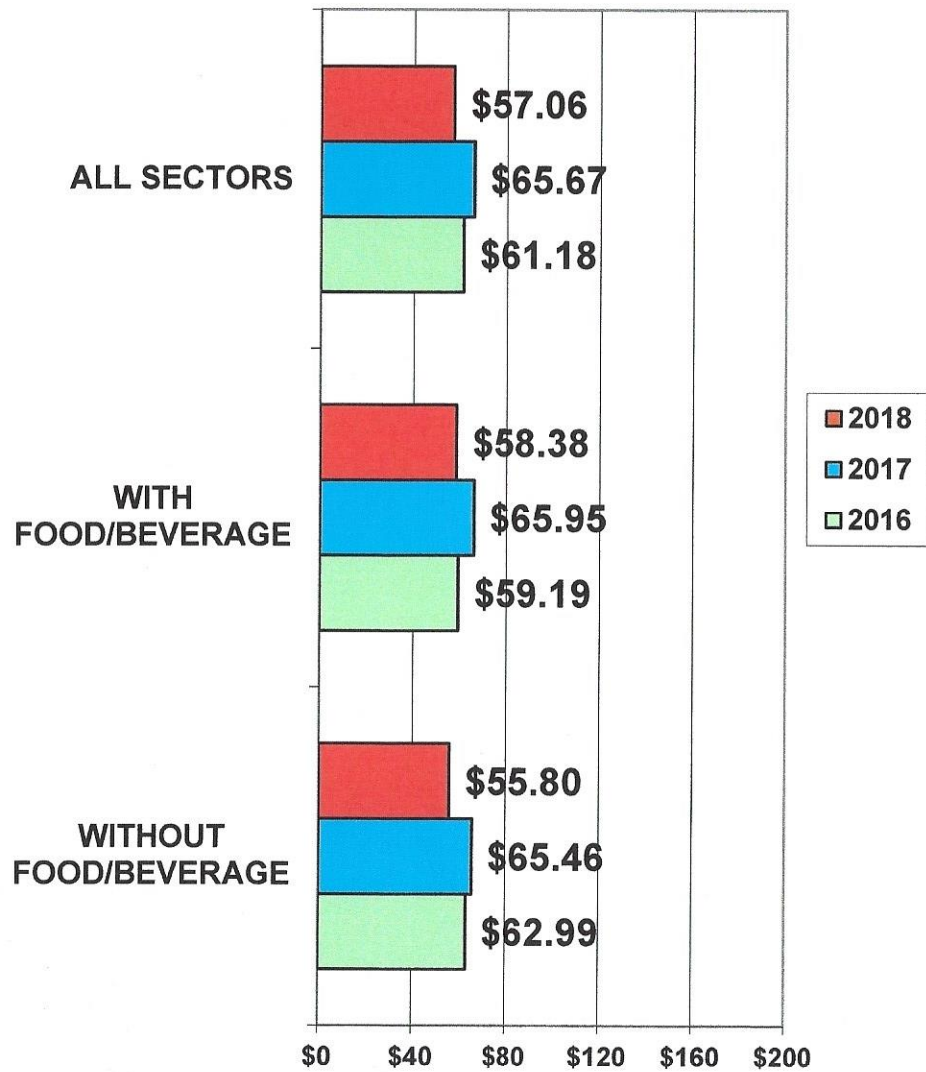
VOLUSIA OCCUPANCY BY FOOD/BEVERAGE - NOVEMBER 2016 - 2018



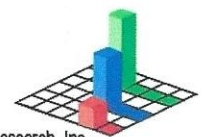
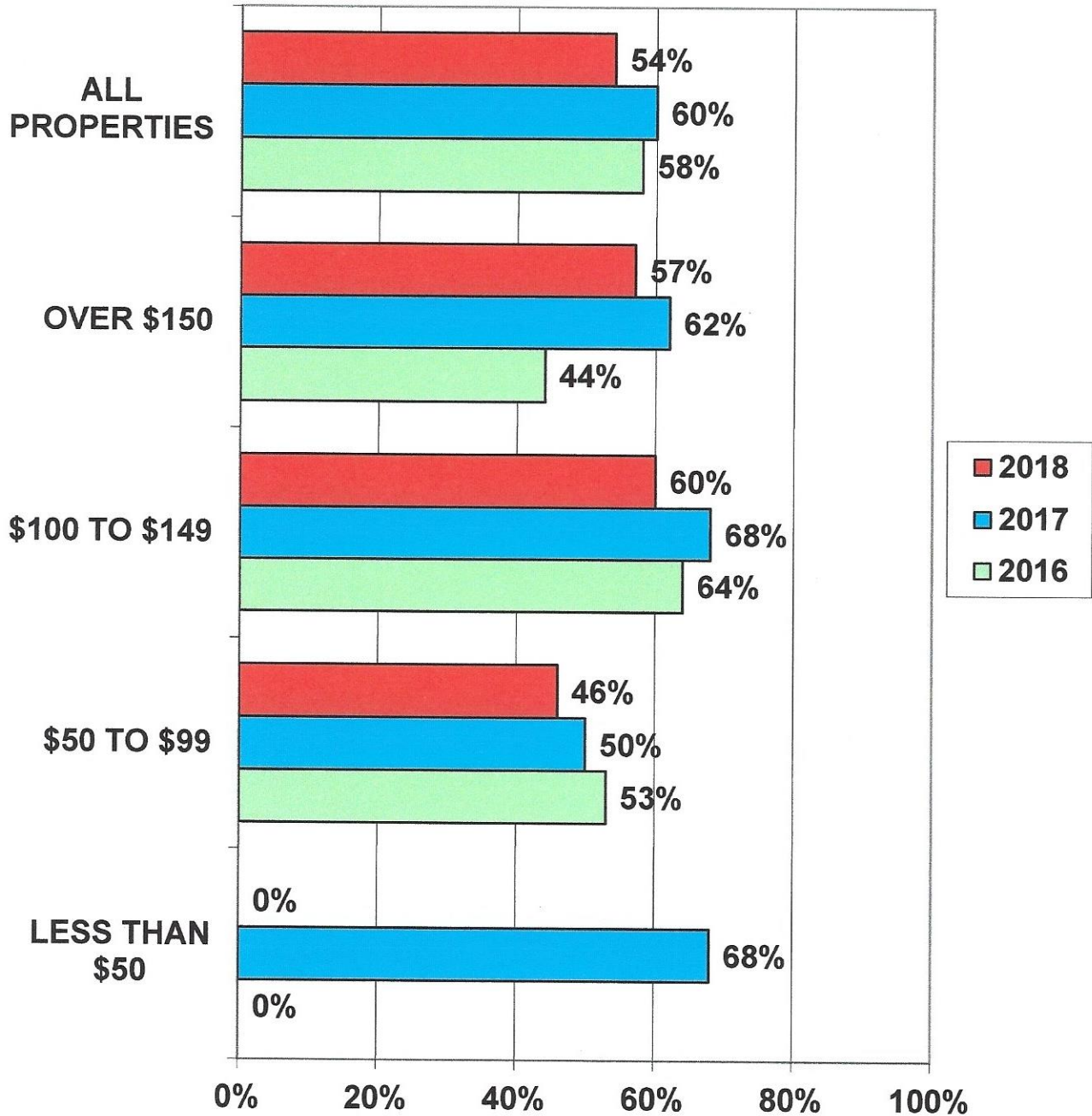
VOLUSIA AVERAGE DAILY RATE BY FOOD/BEVERAGE NOVEMBER 2016 - 2018



VOLUSIA REV PAR BY FOOD/BEVERAGE NOVEMBER 2016 - 2018

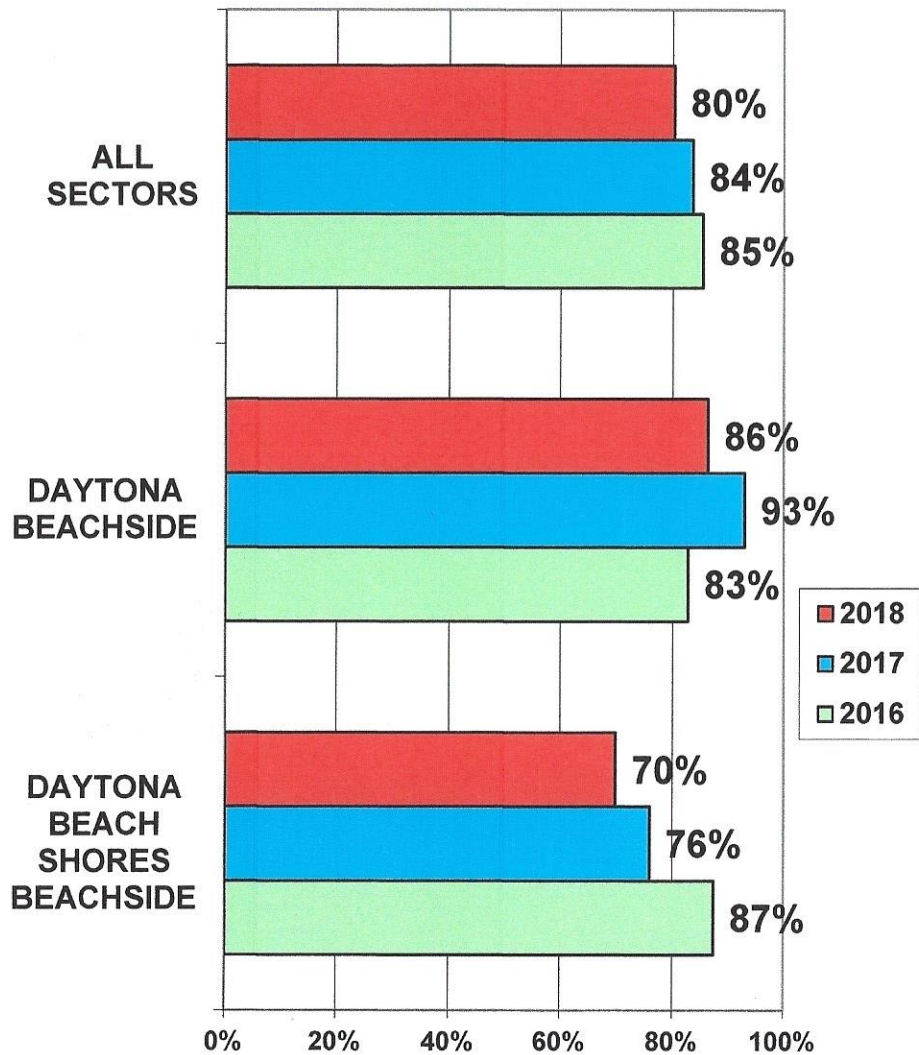


VOLUSIA HOTEL/MOTEL OCCUPANCY BY PRICE RANGE - NOVEMBER 2016 - 2018

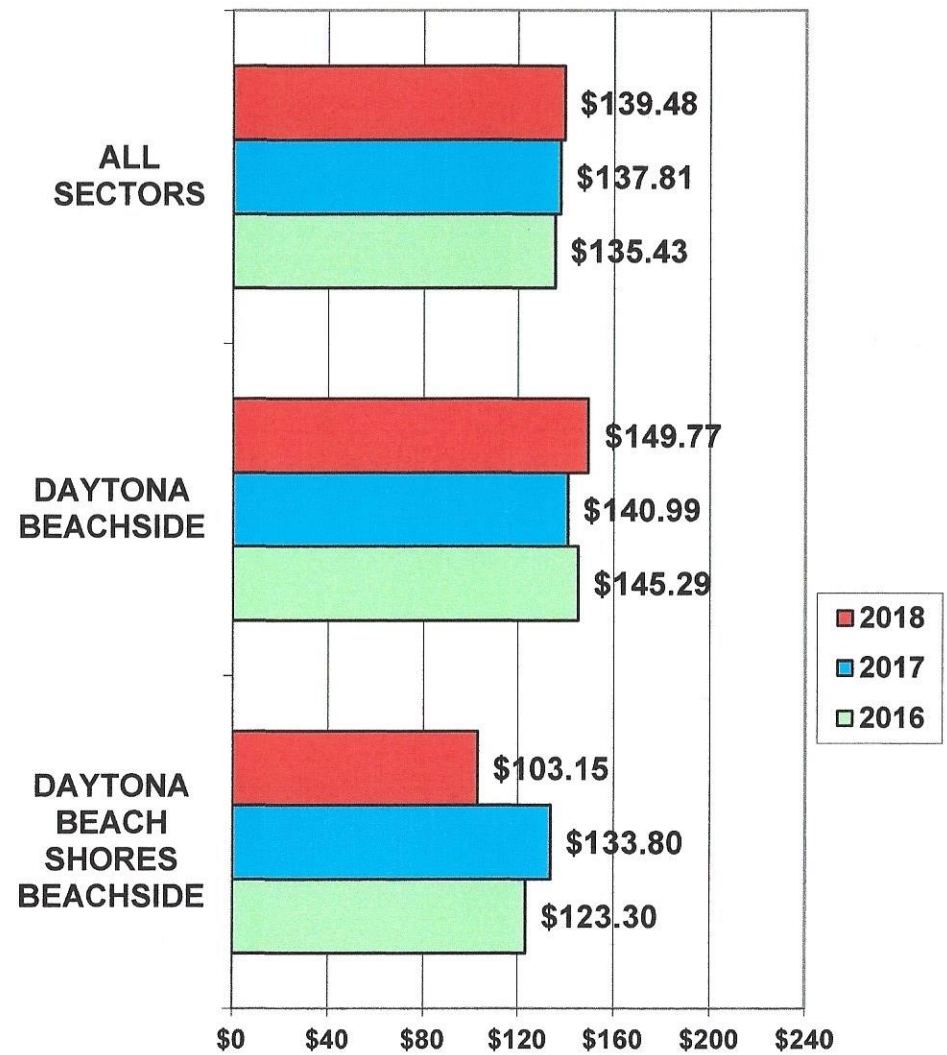


Mid-Florida Marketing & Research, Inc.

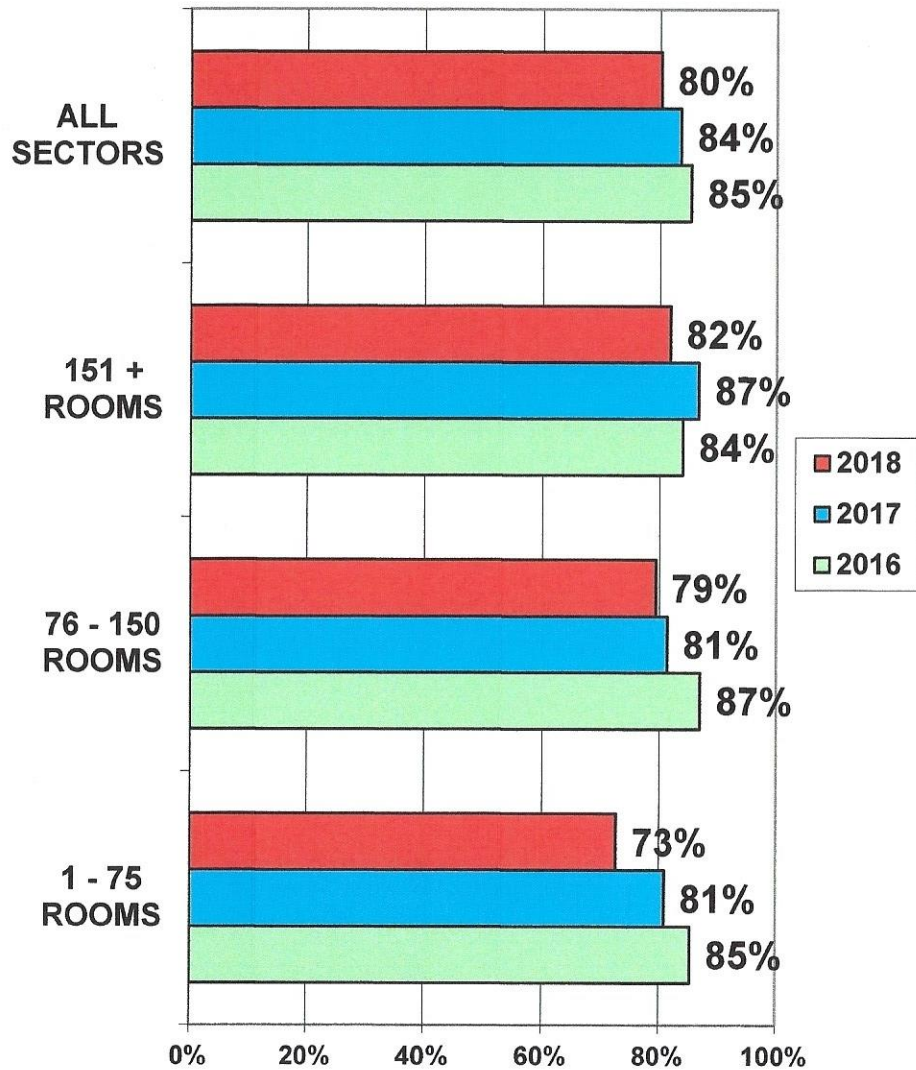
VOLUSIA OCCUPANCY BY AREA SECTORS - THANKSGIVING 2016 - 2018



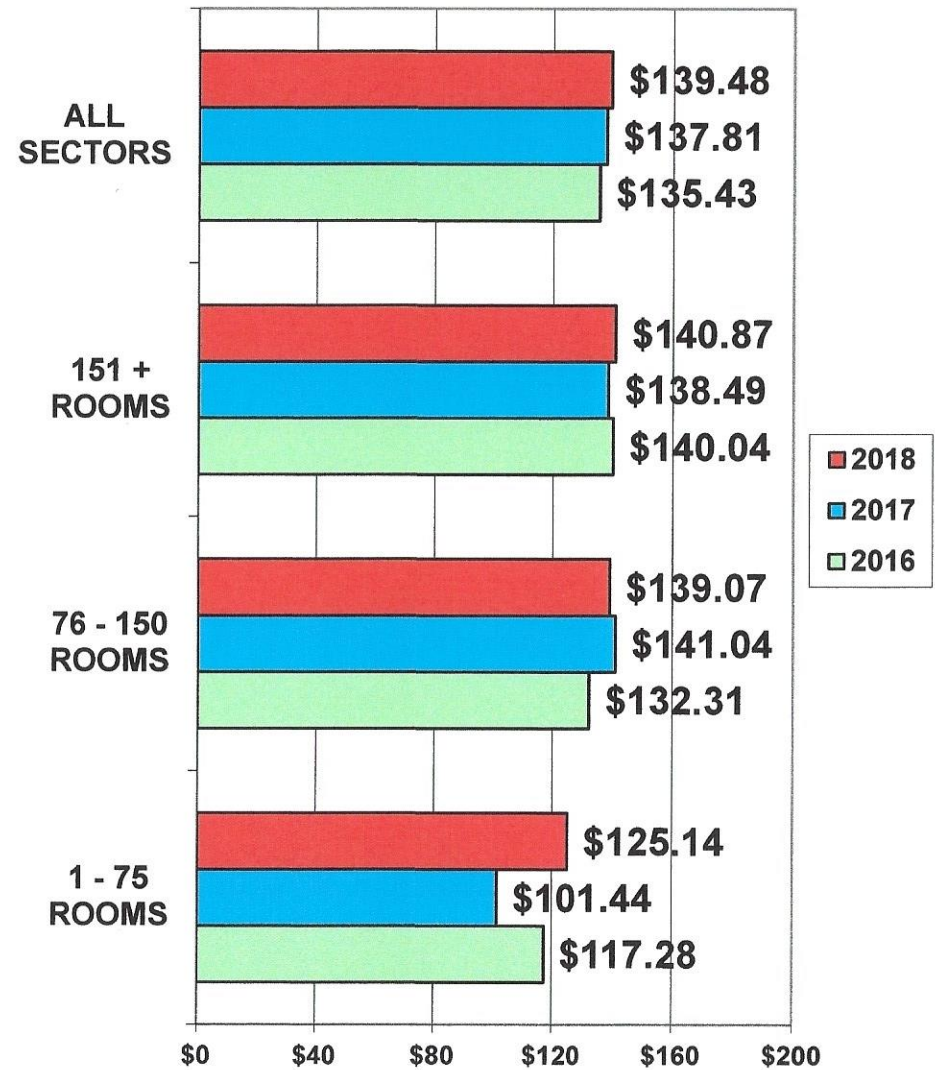
VOLUSIA AVERAGE DAILY RATE BY AREA SECTORS - THANKSGIVING 2016 - 2018



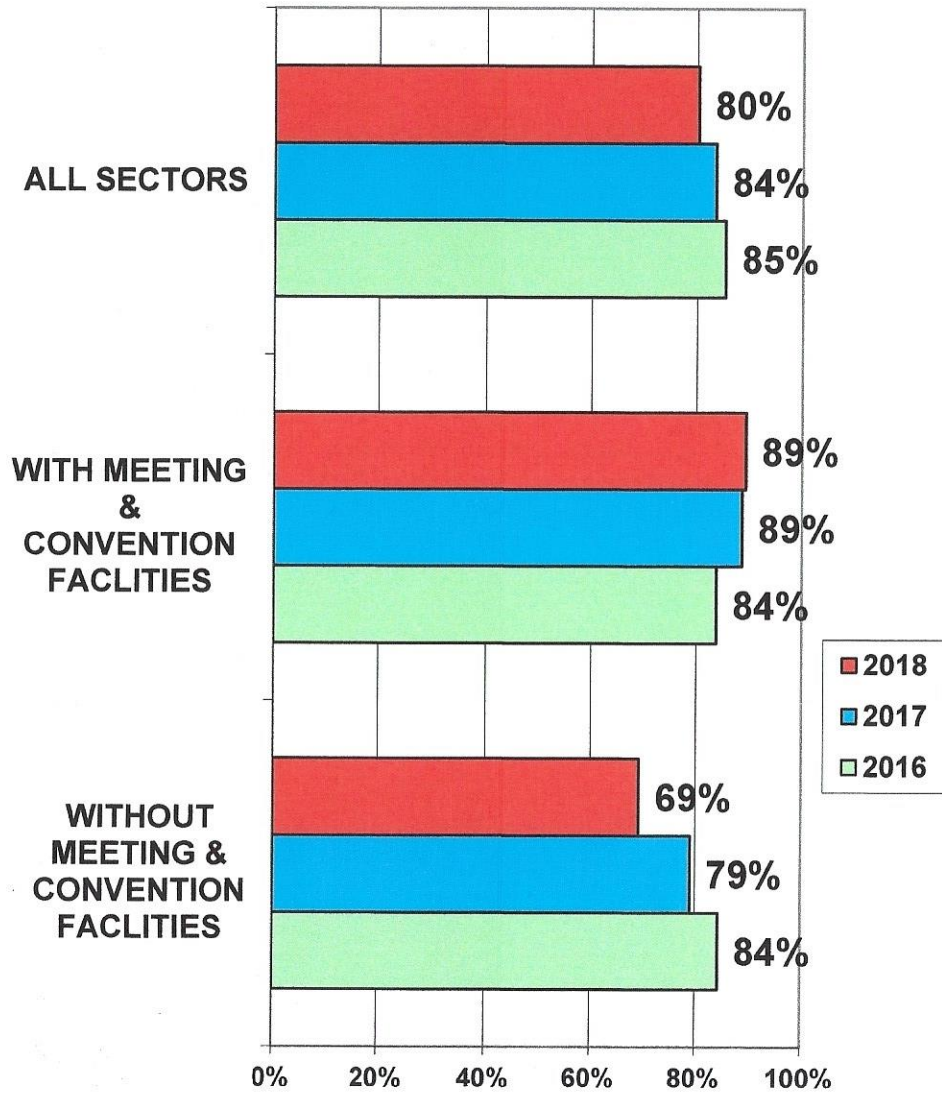
**VOLUSIA OCCUPANCY BY
PROPERTY SIZE -
THANKSGIVING 2016 - 2018**



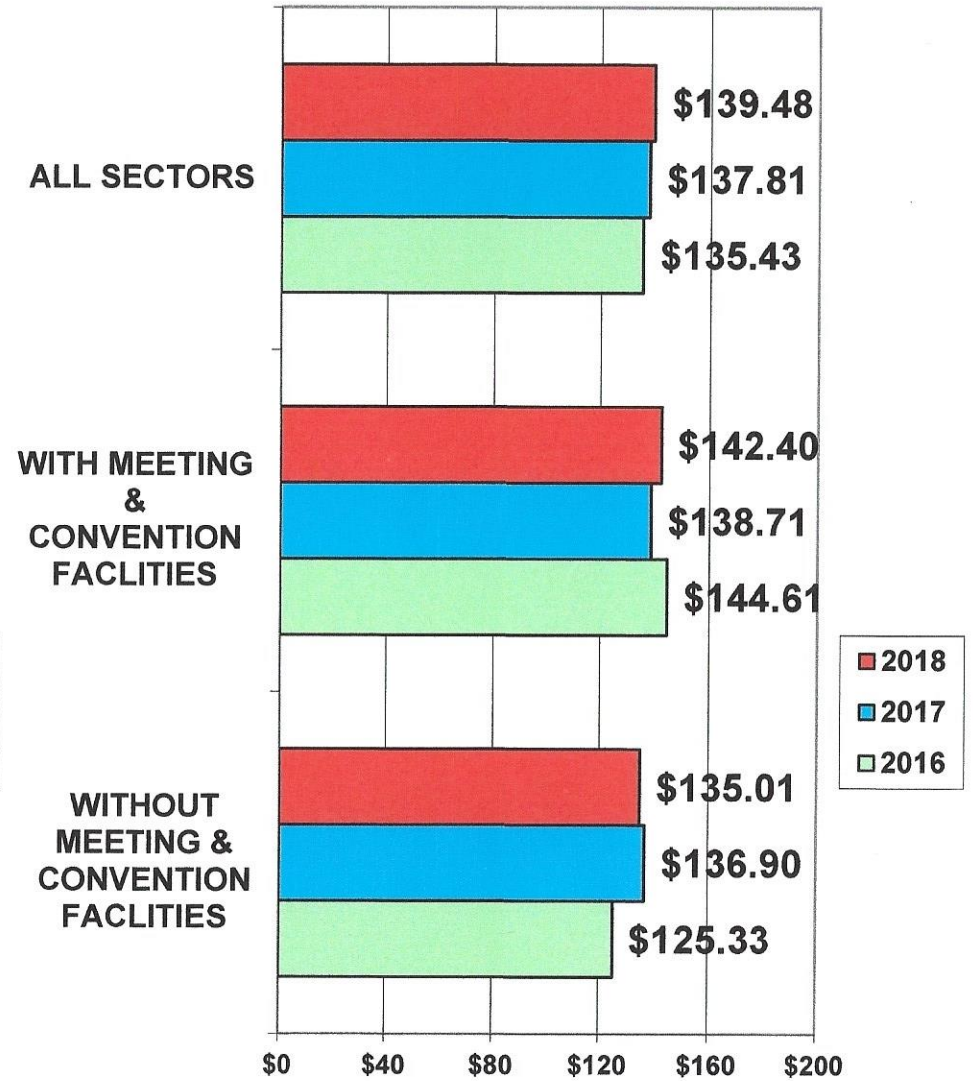
**VOLUSIA AVERAGE DAILY RATE BY
PROPERTY SIZE -
THANKSGIVING 2016 - 2018**



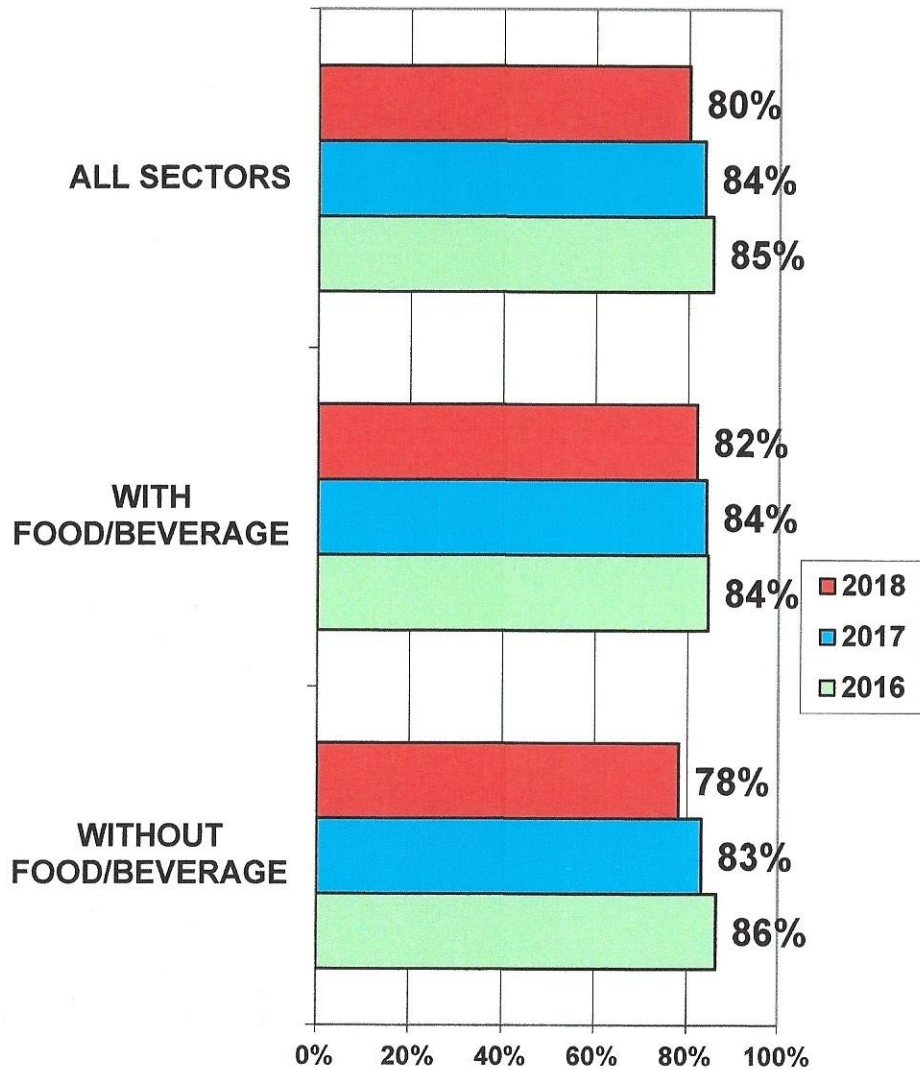
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - THANKSGIVING 2016 - 2018



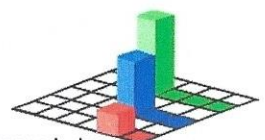
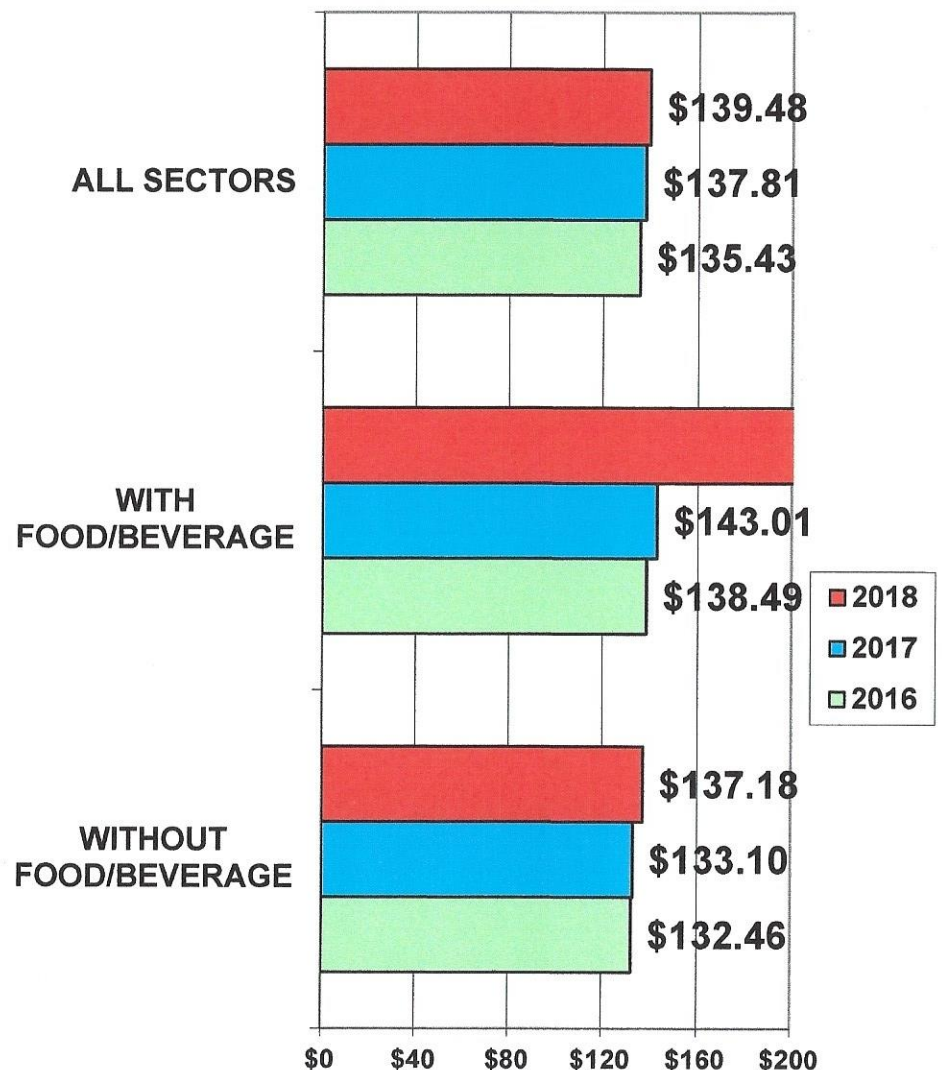
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - THANKSGIVING 2016 - 2018



VOLUSIA OCCUPANCY BY FOOD/BEVERAGE - THANKSGIVING 2016 - 2018



VOLUSIA AVERAGE DAILY RATE BY FOOD/BEVERAGE THANKSGIVING 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>
DAYTONA BEACH SHORES BEACHSIDE													
BAHAMA HOUSE	95	X	X	X	X	X	X	X	X	X	X	X	X
BEST WESTERN PLUS AKU TIKI	132	X	X	X	X	X	X	X	X	X	X	X	X
DAYTONA BEACH SHORES HOTEL	101	X	X	X	X	X	X	X					
EL CARIBE RESORT & CONF. CENTER	112	X	X	X	X	X	X	X	X	X	X	X	X
HAMPTON DAYTONA SHORES OCEANFRONT	111	X	X	X	X	X	X	X	X	X	X	X	X
HOLIDAY INN EXPRESS AND SUITES OCEANFRONT	100	X	X	X	X	X	X	X	X	X	X	X	X
HYATT PLACE	143	X	X	X	X	X	X	X	X	X	X	X	X
OCEAN COURT MOTEL	33	X	X	X	X	X	X	X	X	X	X	X	X
OCEANSIDE INN	191	X	X	X	X	X	X	X	X	X	X	X	X
PERRY'S OCEAN EDGE RESORT	200	X	X	X	X	X	X	X	X	X	X	X	X
RESIDENCE INN DAYTONA BEACH OCEANFRONT	105	X	X	X	X	X	X	X	X	X	X	X	X
SHORES RESORT & SPA	212	X	X	X	X	X	X	X	X	X	X	X	X
SUN VIKING LODGE	91	X	X	X	X	X	X	X	X	X	X	X	X
DAYTONA BEACHSIDE													
BEST WESTERN DAYTONA INN	96	X	X	X	X	X	X	X	X	X	X	X	X
DAYTONA BEACH REGENCY	98	X	X	X	X	X	X	X	X	X	X	X	X
DAYTONA BEACH RESORT	303	X	X	X	X	X	X	X	X	X	X	X	X
DAYTONA INN BEACH RESORT	65	X	X	X	X	X	X	X	X	under construction			
HARD ROCK HOTEL	200	-	-	-	X	X	X	X	X	X	X	X	X
HILTON DAYTONA BEACH RESORT	742	X	X	X	X	X	X	X	X	X	X	X	X
HILTON GARDEN INN DAYTONA BEACH OCEANFRONT	144	X	X	X	X	X	X	X	X	X	X	X	X
HOLIDAY INN & SUITES ON THE OCEAN	123	X	X	X	X	X	X	X	X	X	X	X	X
HOLIDAY INN RESORT DAYTONA	188	X	X	X	X	X	X	X	X	X	X	X	X
NAUTILUS INN	90	X	X	X	X	X	X	X	X	X	X	X	X
OCEAN BREEZE CLUB HOTEL	206	X	X	X	X	X	X	X					
PLAZA RESORT & SPA	322	X	X	X	X	X	X	X	X	X	X	X	X
SILVER BEACH CLUB	74	X	X	X	X	X	X	X	X	X	X	X	X
THE VILLA BED AND BREAKFAST	4	X	X	X	X	X	X	X	X	X	X	X	X
WYNDHAM OCEAN WALK	127			X	X	X	X	X	X		X		



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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>
ORMOND BEACHSIDE													
BEST WESTERN CASTILLO DEL SOL	147	X	X	X	X	X	X	X	X	X	X	X	X
CORAL SANDS OCEAN FRONT	102	X	X	X	X	X	X	X			X		
COVE ON ORMOND BEACH	112		X	X	X	X	X	X	X	X	X	X	
HIGHWAY I-95 INTERSECTIONS													
BEST WESTERN SPEEDWAY	151	X	X	X	X	X	X	X	X	X	X	X	X
*COUNTRY INN & SUITES PORT ORANGE	87	X	X	X	X	X	X	X	X	X	X		
CLARION INN DESTINATION DAYTONA	79	X	X	X	X		X	X		X	X	X	
LA QUINTA INN	143												X
SLEEP INN	82	X	X							X	X	X	
AIRPORT/SPEEDWAY DISTRICT													
DAYTONA BEACH COURTYARD	122	X	X	X	X	X	X	X	X	X	X	X	X
DAYTONA BEACH RESIDENCE INN	122	X	X	X	X	X	X	X	X	X	X	X	X
HAMPTON INN AIRPORT	122	X	X	X	X	X	X	X	X	X	X	X	X
HILTON GARDEN INN D B AIRPORT	115	X	X	X	X	X	X	X	X	X	X	X	X
HOMEWOOD SUITES	94	X	X	X	X	X	X	X	X	X	X	X	
QUALITY INN DAYTONA	64	X	X	X	X	X	X	X	X	X	X	X	
WEST VOLUSIA													
ALLING HOUSE BED AND BREAKFAST ORANGE CITY	8	X	X	X	X	X	X	X	X	X	X	X	X
ARTISAN DOWNTOWN	14	X	X	X	X	X	X	X	X	X	X	X	X
COMFORT INN DELAND	68	X	X	X	X	X	X	X	X	X	X	X	X
DAYS INN ORANGE CITY	37	X	X	X	X	X	X	X		X	X	X	
HAMPTON INN DEBARY	76	X	X	X	X	X	X	X	X	X	X	X	X
HAMPTON INN DELAND	94	X	X	X	X	X	X	X	X	X	X	X	X
HOLIDAY IN EXPRESS ORANGE CITY	114	X	X	X	X	X	X	X	X	X	X	X	X
HONTOON LANDING	18	X	X	X	X	X	X	X	X	X	X	X	
SE VOLUSIA													
BEST WESTERN HOTEL	101	X	X	X	X	X	X	X	X	X	X	X	X
COASTAL WATERS INN	40	X		X	X		X			X			X
*COUNTRY INN & SUITES PORT ORANGE	87	X	X	X	X	X	X	X	X	X	X		
HAMPTON INN	122	X	X	X	X	X	X		X		X		
INN ON THE AVENUE	6			X	X	X	X	X	X	X	X		
OCEAN TRILLIUM SUITES	32	X	X	X	X	X	X	X	X	X	X	X	X

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

