

Memo

To: HAAA
From: Evelyn Fine
Date: November 28, 2018
Subject: October 2018 Occupancy & Average Daily Rate Report

Overall Daytona Beach Area Occupancy decreased about 9%, to 58% in October 2018 from 63% in October 2017.

The Daytona Beach Area Average Daily Rate increased about 9%, to \$118.66 in October 2018 from \$108.45 in October 2017.

The Daytona Beach Area Revenue per Available Room was flat, at \$68.22 in October 2018 and \$68.33 in October 2017.

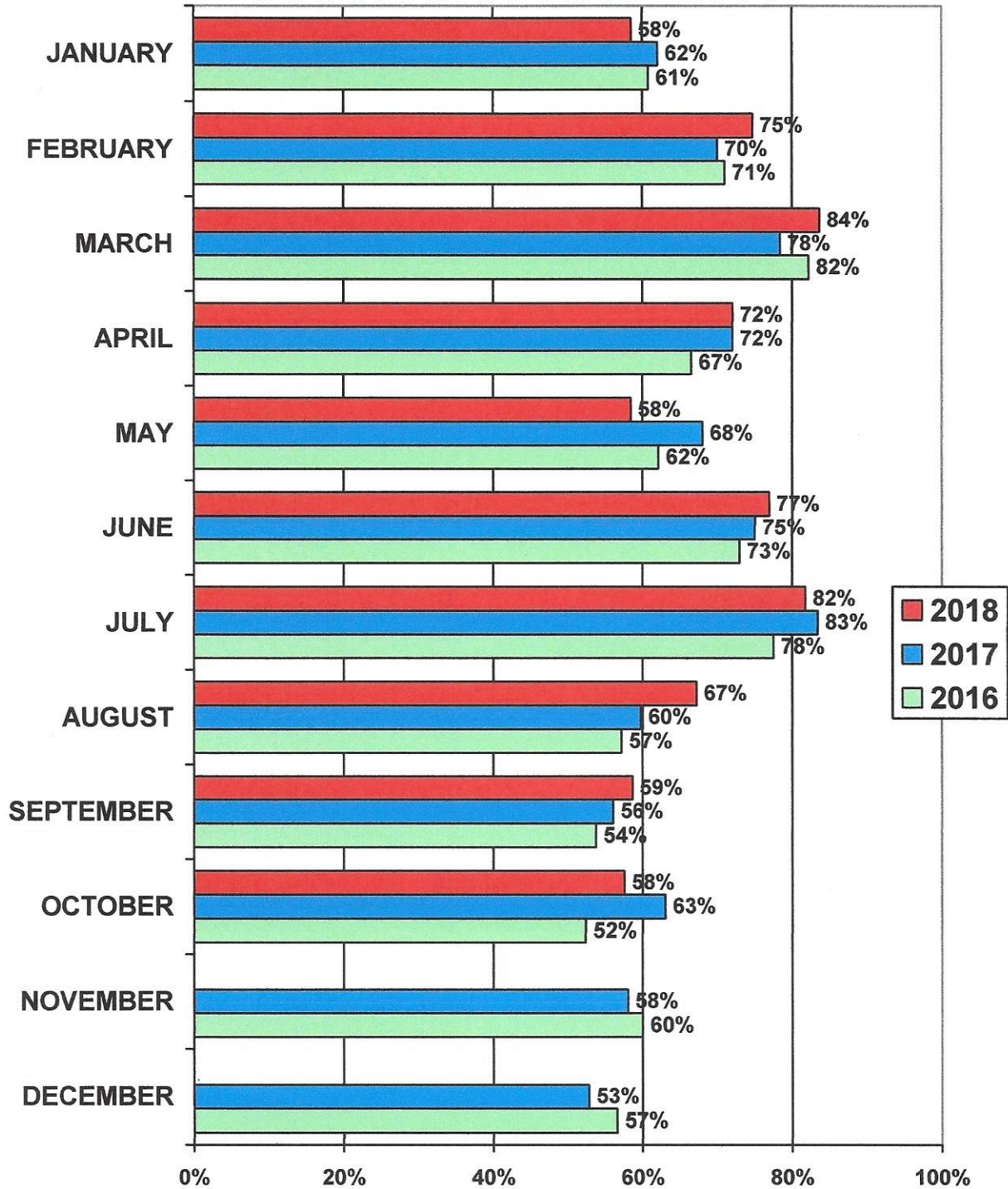
Biketoberfest was held during October 2018.

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

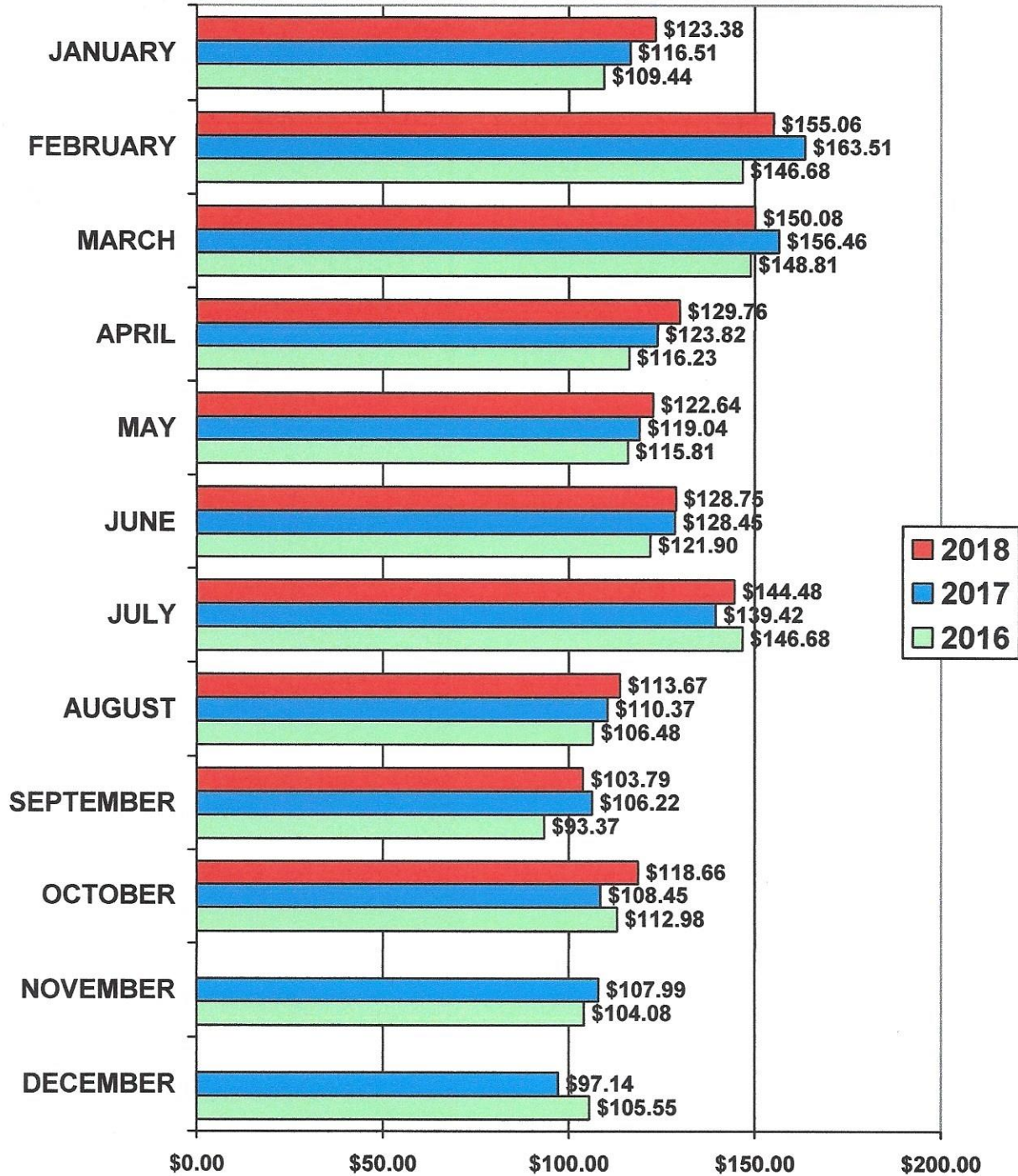


2018 YTD AVG. 69%
2017 YTD AVG. 69%
2016 YTD AVG. 66%

OCT 2018 HIGH 86%
OCT 2018 LOW 33%



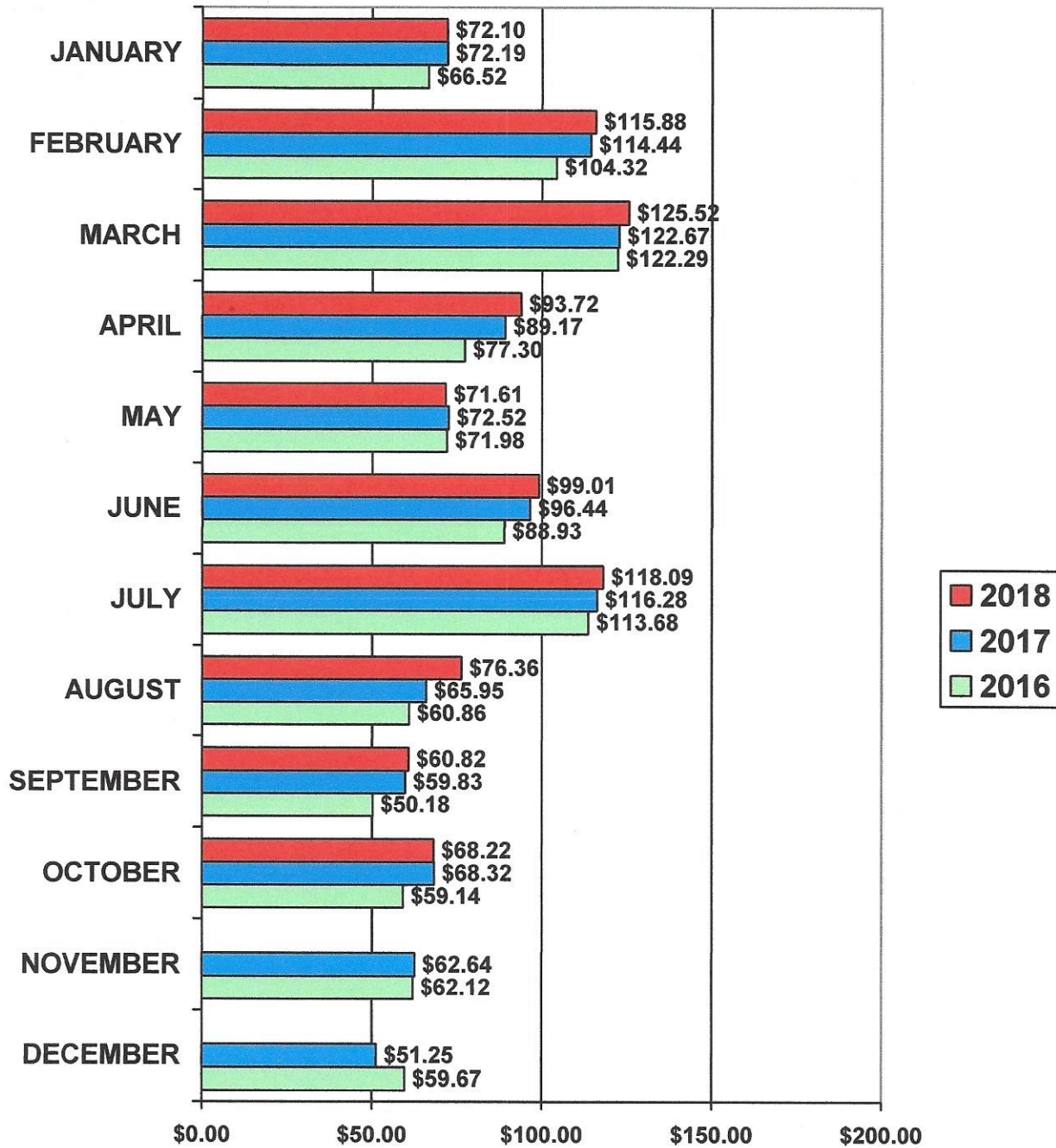
HALIFAX AREA HOTEL/MOTEL AVERAGE DAILY RATE 2016 - 2018



2018 YTD AVG. \$131.19 OCT 2018 HIGH \$ 166.64
 2017 YTD AVG. \$128.44 OCT 2018 LOW \$ 65.18
 2016 YTD AVG. \$125.44



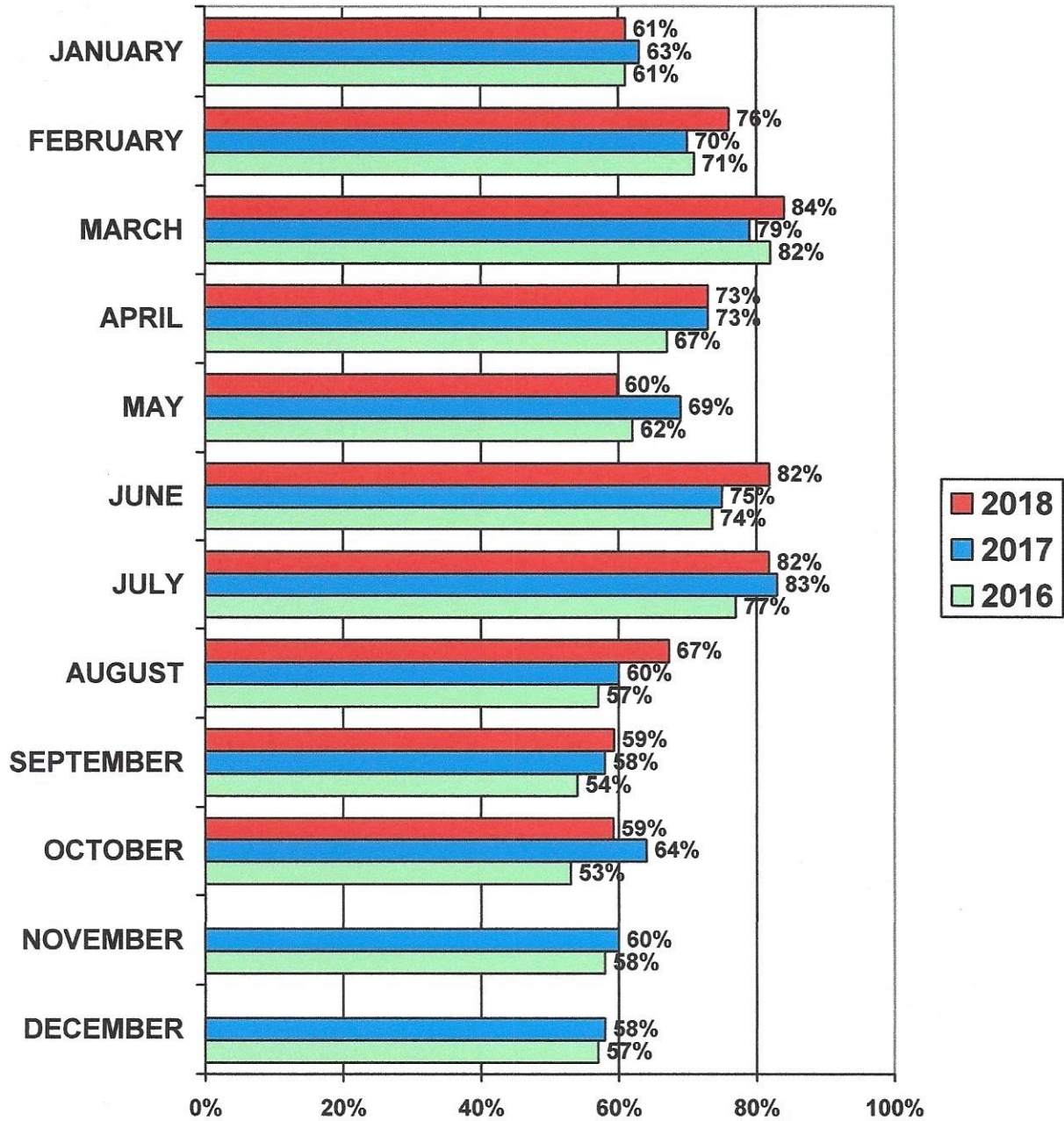
HALIFAX AREA HOTEL/MOTEL REV PAR BY MONTH 2016 - 2018



2018 YTD AVG. \$ 90.74
 2017 YTD AVG. \$ 87.36
 2016 YTD AVG. \$ 82.30



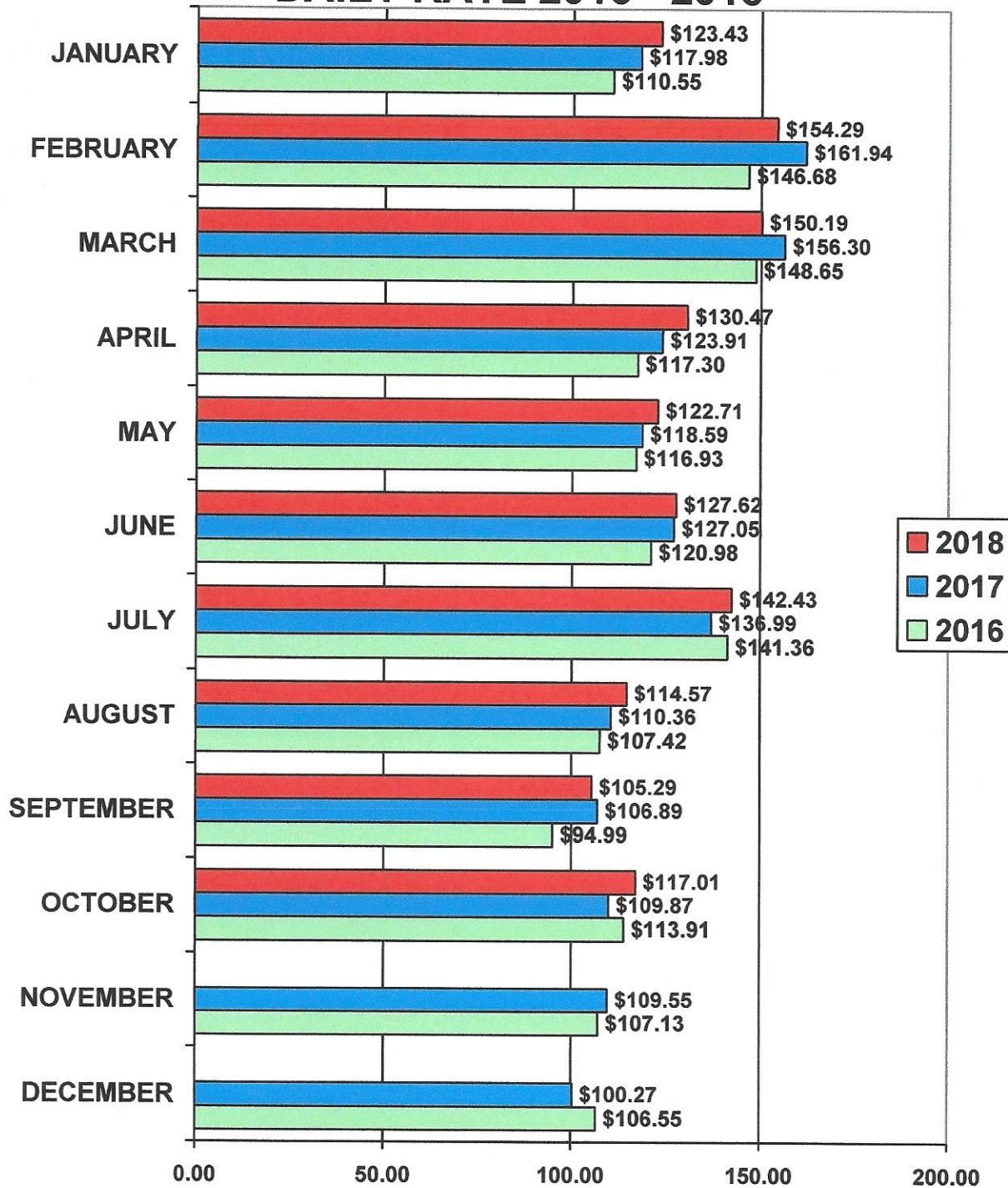
VOLUSIA HOTEL/MOTEL OCCUPANCY 2016 - 2018



2018 YTD AVG. 70%
2017 YTD AVG. 69%
2016 YTD AVG. 66%

OCT 2018 HIGH 86%
OCT 2018 LOW 33%

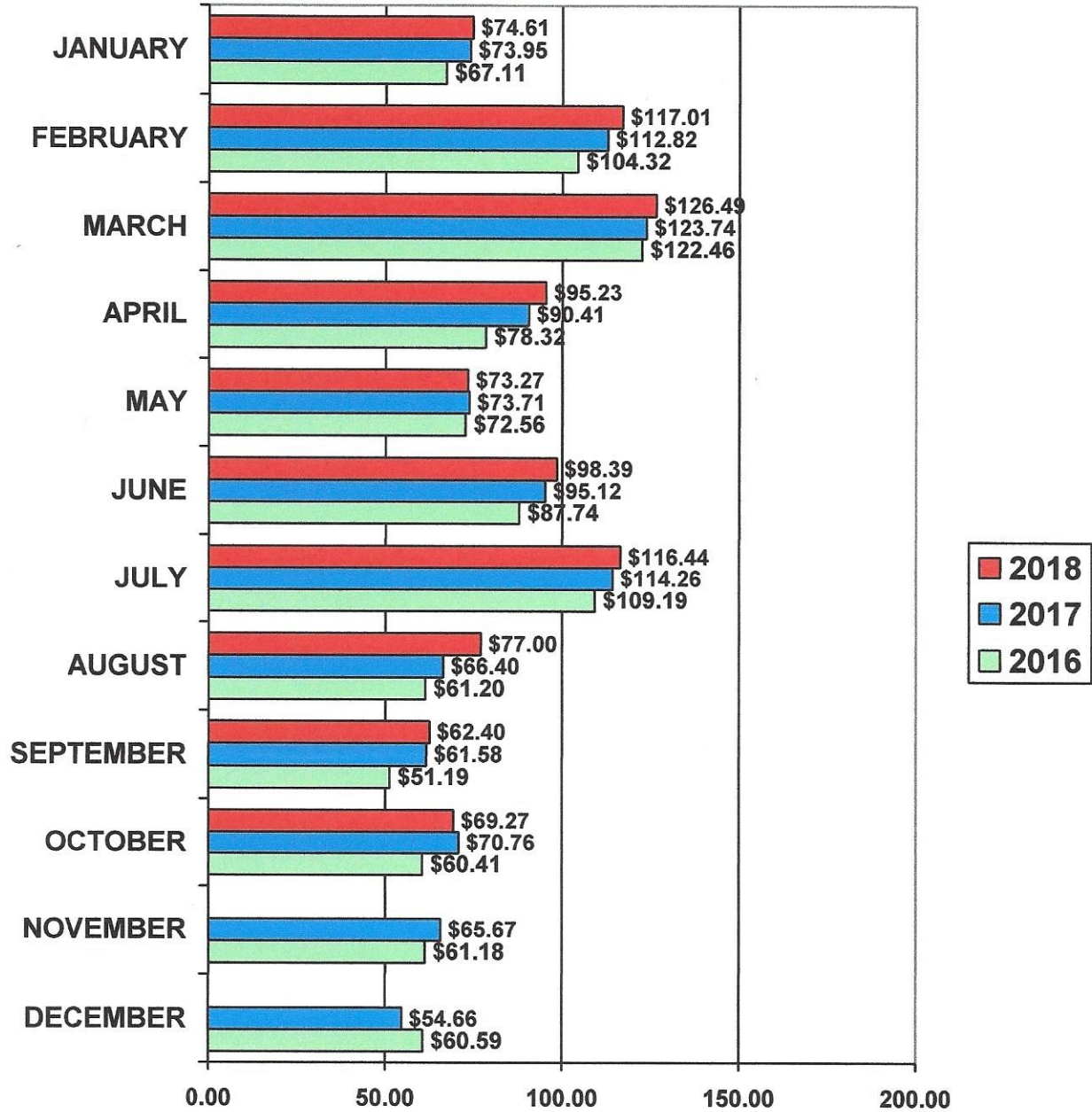
VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2016 - 2018



2018 YTD AVG. \$130.80 OCT 2018 HIGH \$ 170.79
 2017 YTD AVG. \$128.02 OCT 2018 LOW \$ 60.92
 2016 YTD AVG. \$124.43



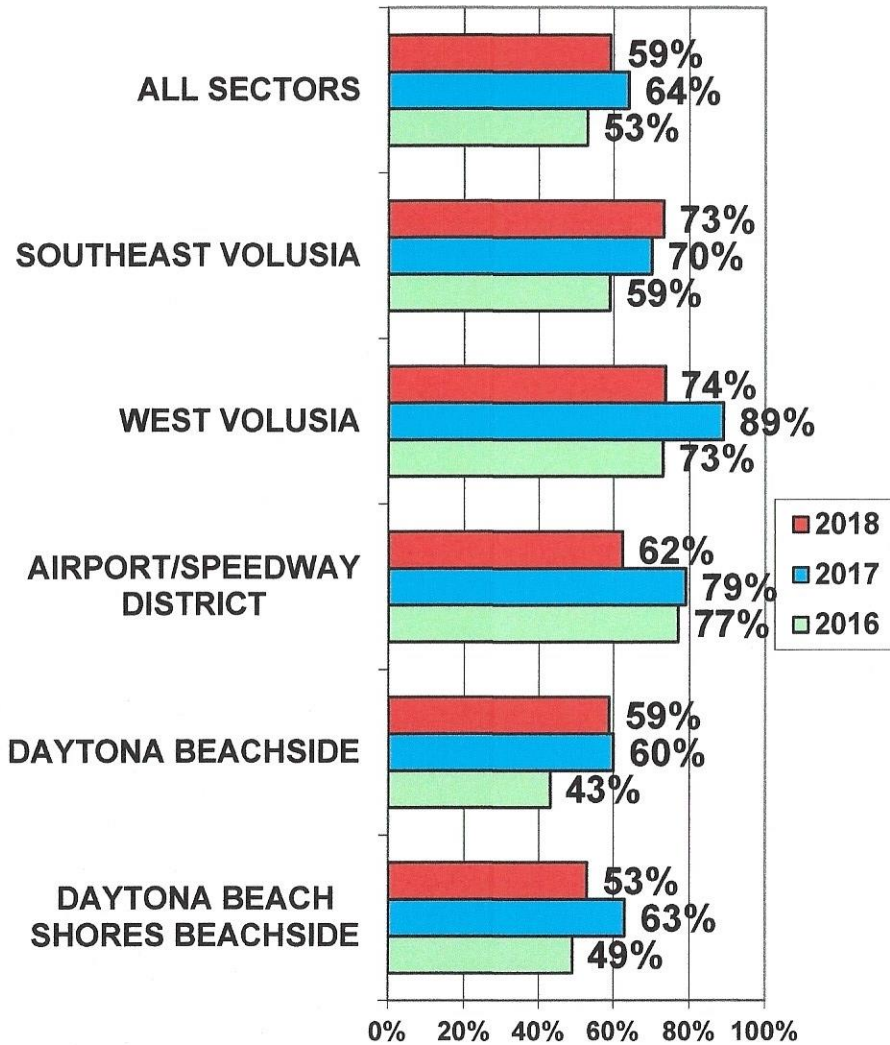
VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2016 - 2018



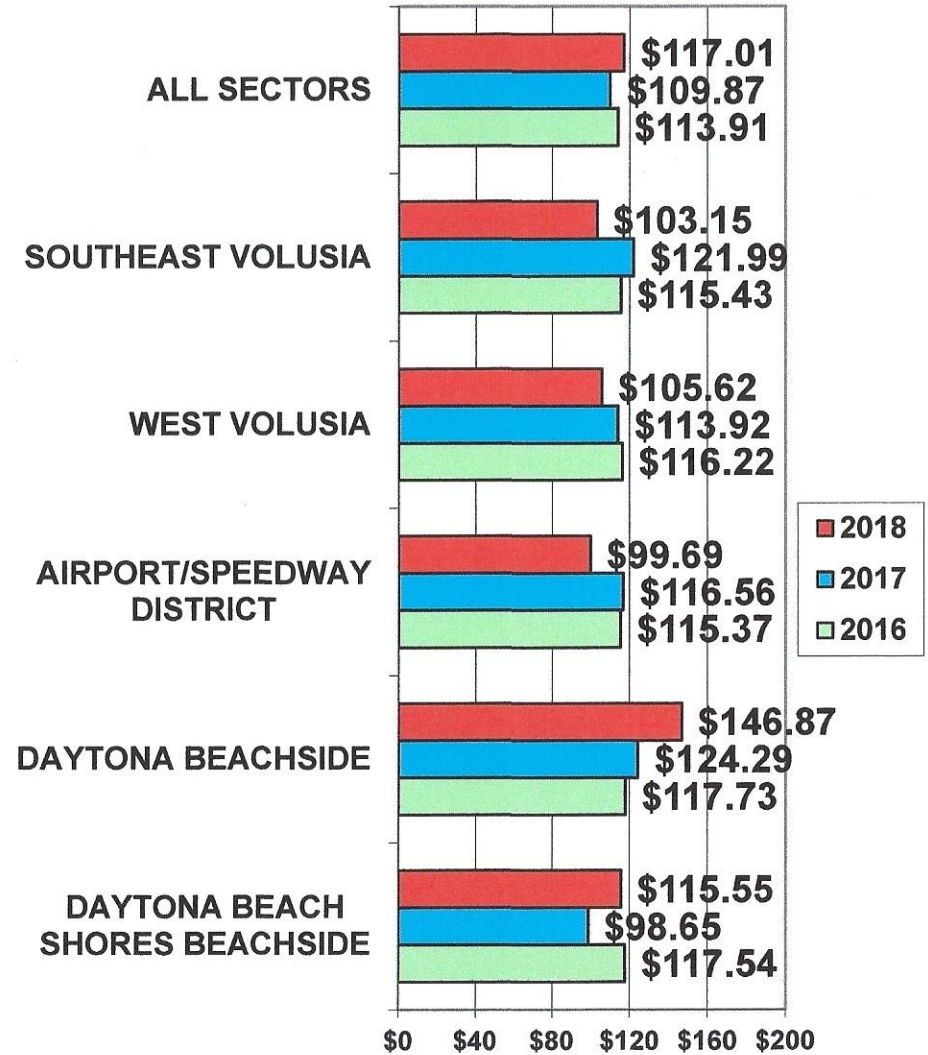
2018 YTD AVG. \$ 91.53
2017 YTD AVG. \$ 87.93
2016 YTD AVG. \$ 82.23



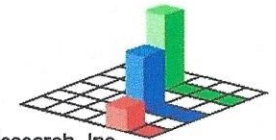
VOLUSIA OCCUPANCY BY AREA SECTORS - OCTOBER 2016 - 2018



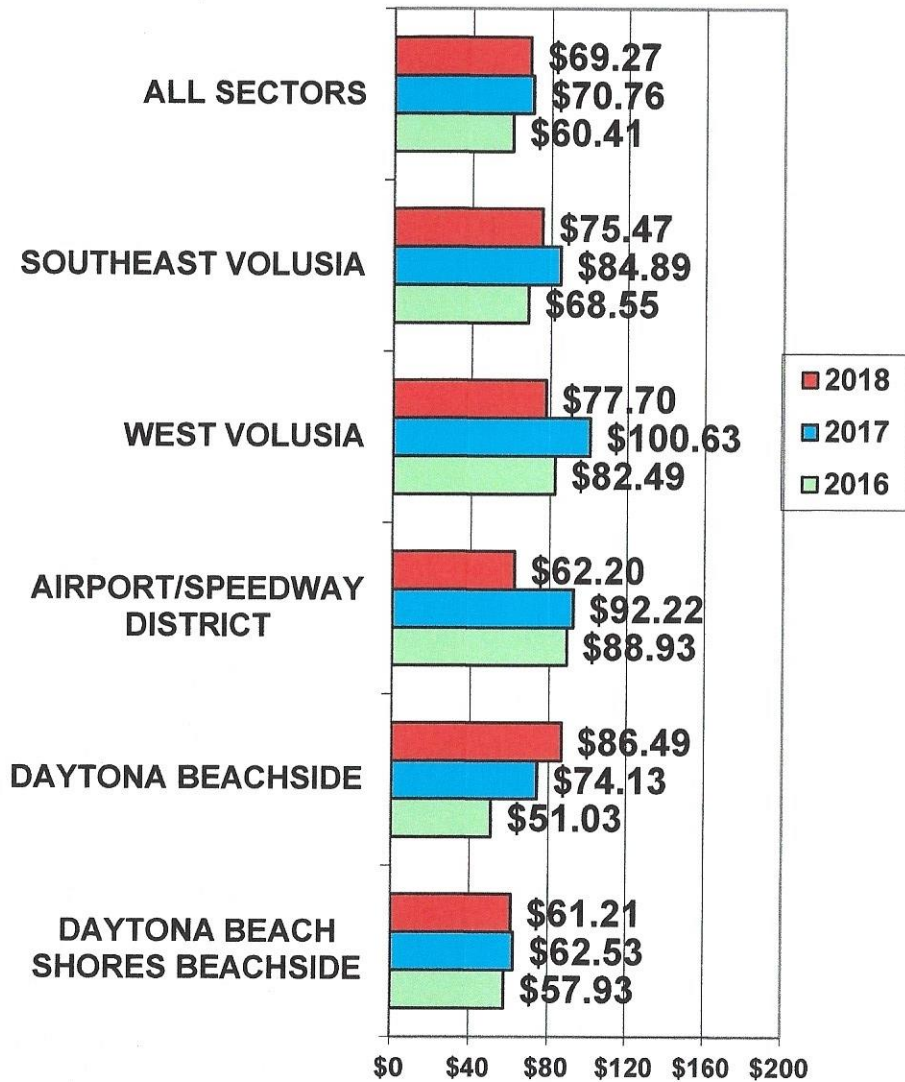
VOLUSIA AVERAGE DAILY RATE BY AREA SECTORS - OCTOBER 2016 - 2018



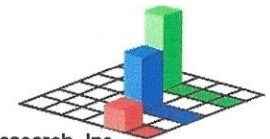
AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.



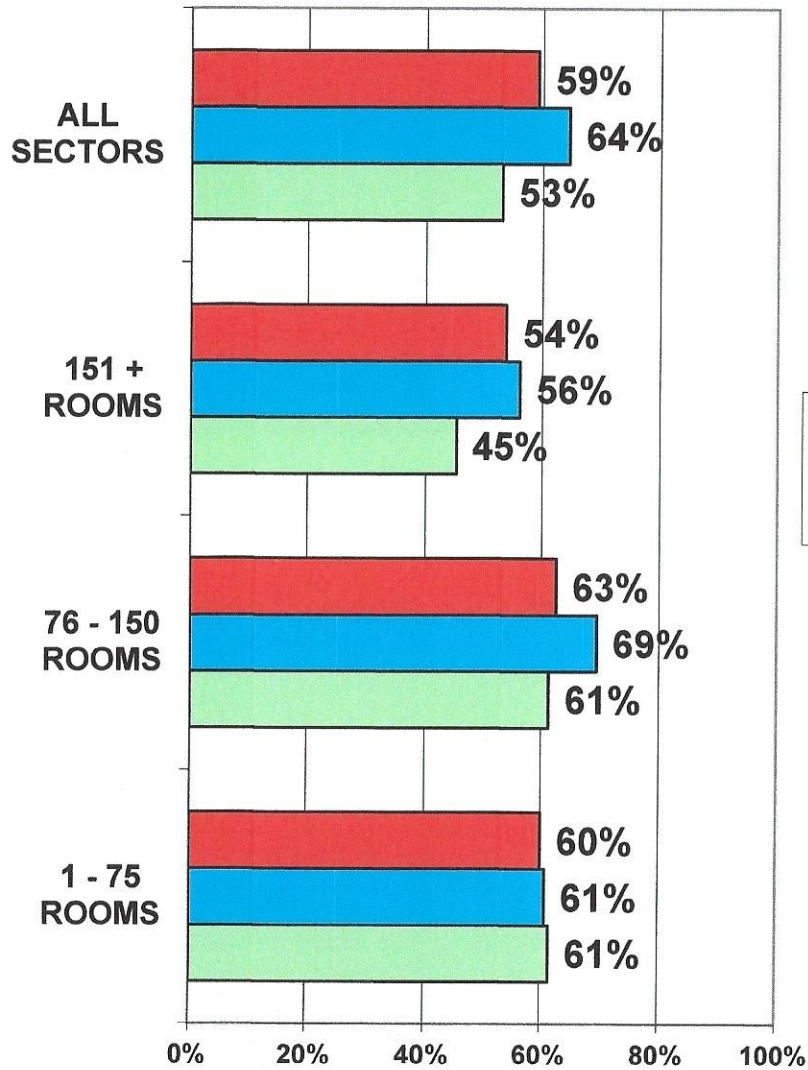
VOLUSIA REV PAR BY AREA SECTORS - OCTOBER 2016 - 2018



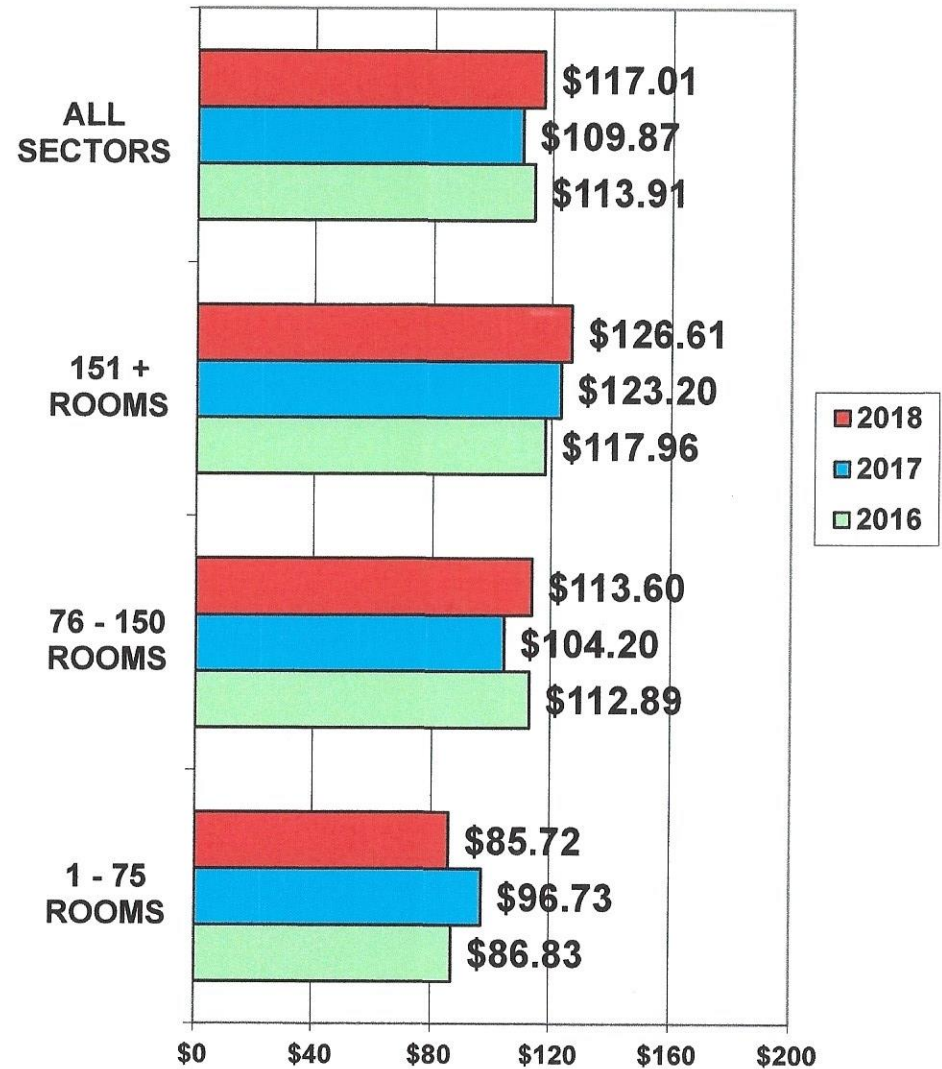
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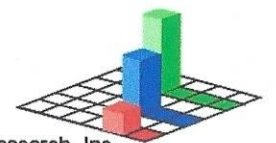
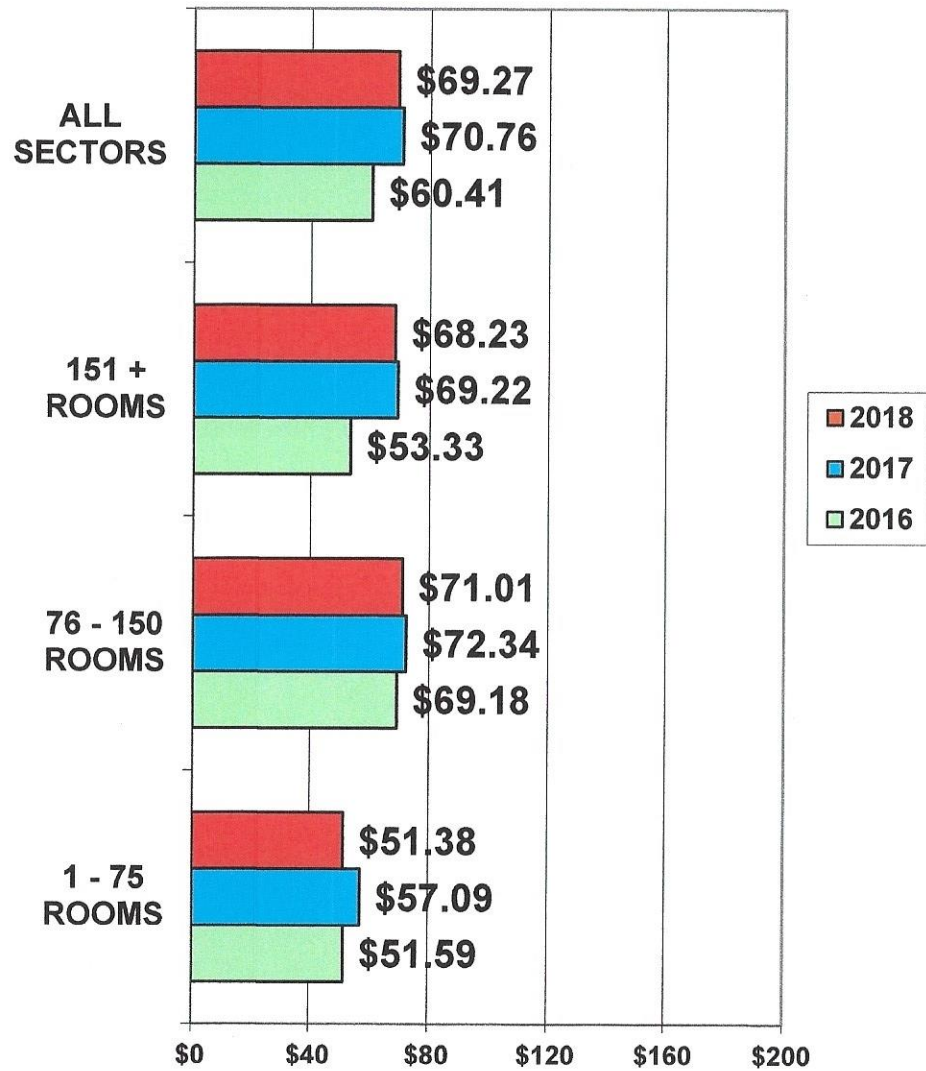
**VOLUSIA OCCUPANCY BY
PROPERTY SIZE -
OCTOBER 2016 - 2018**



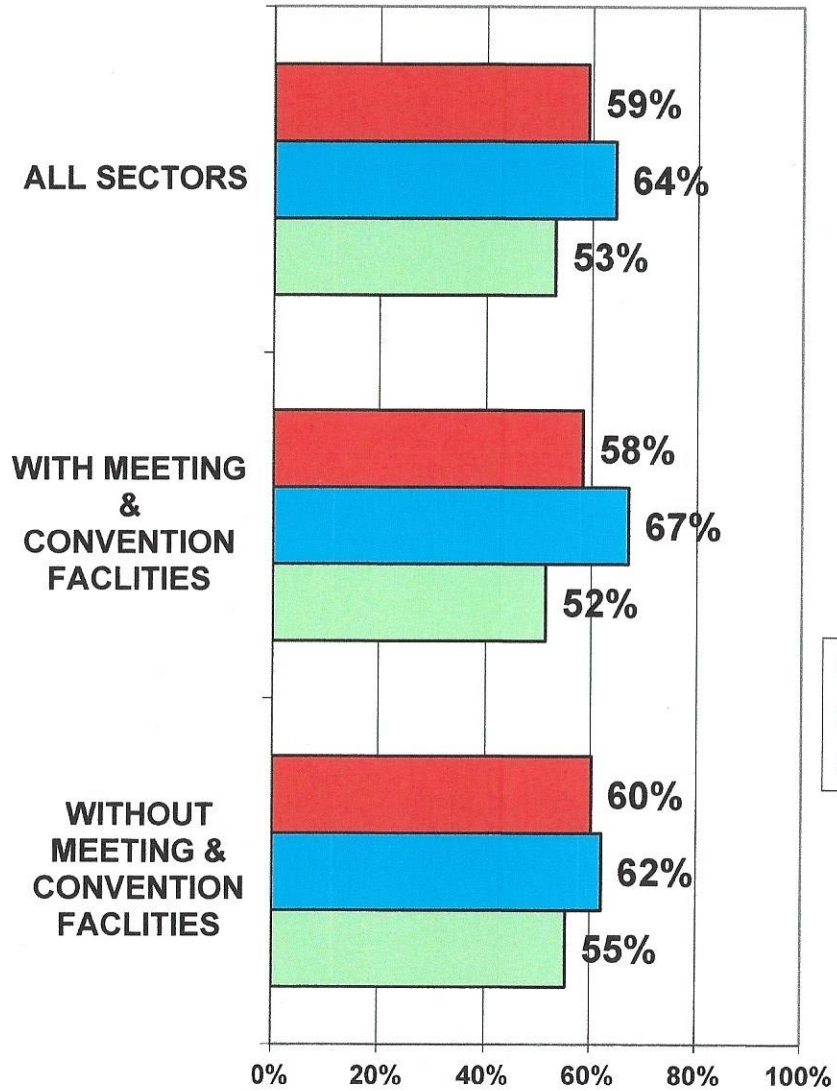
**VOLUSIA AVERAGE DAILY RATE BY
PROPERTY SIZE -
OCTOBER 2016 - 2018**



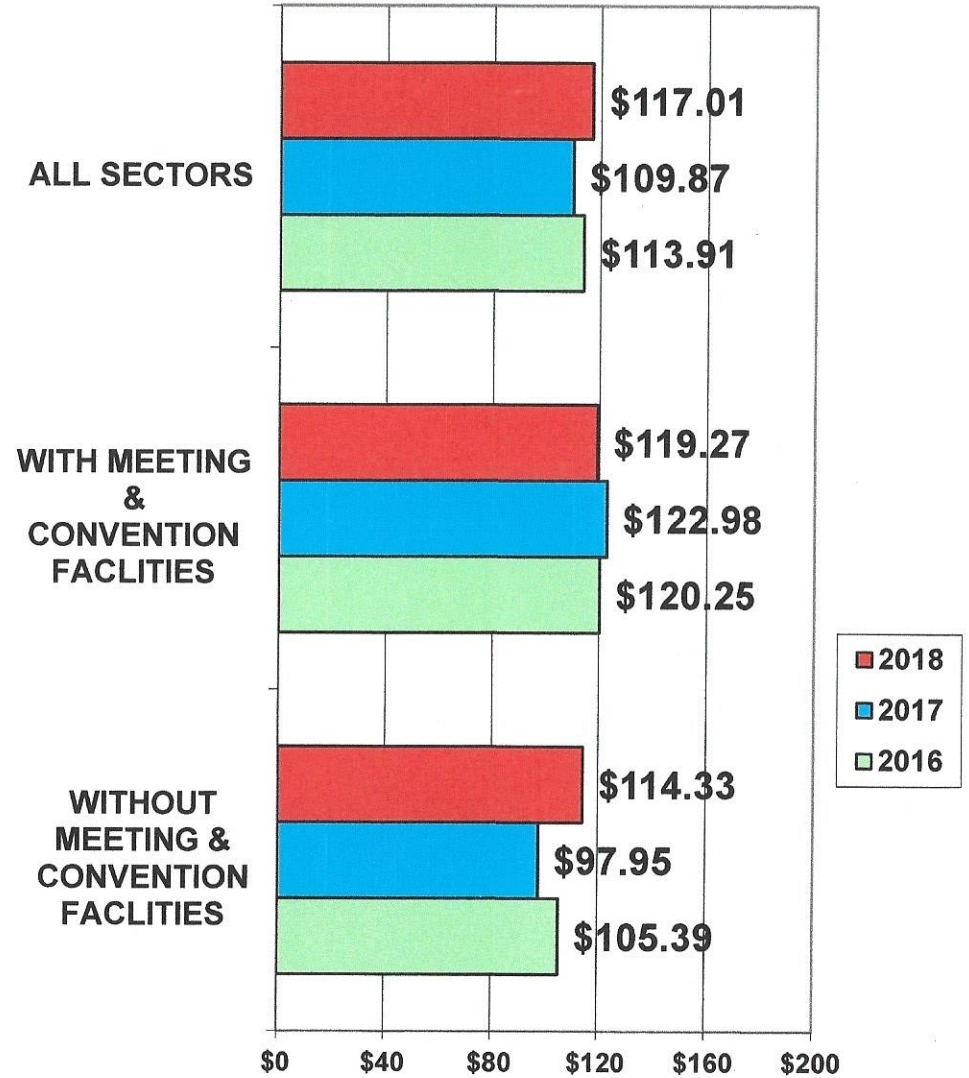
VOLUSIA REV PAR BY PROPERTY SIZE - OCTOBER 2016 - 2018



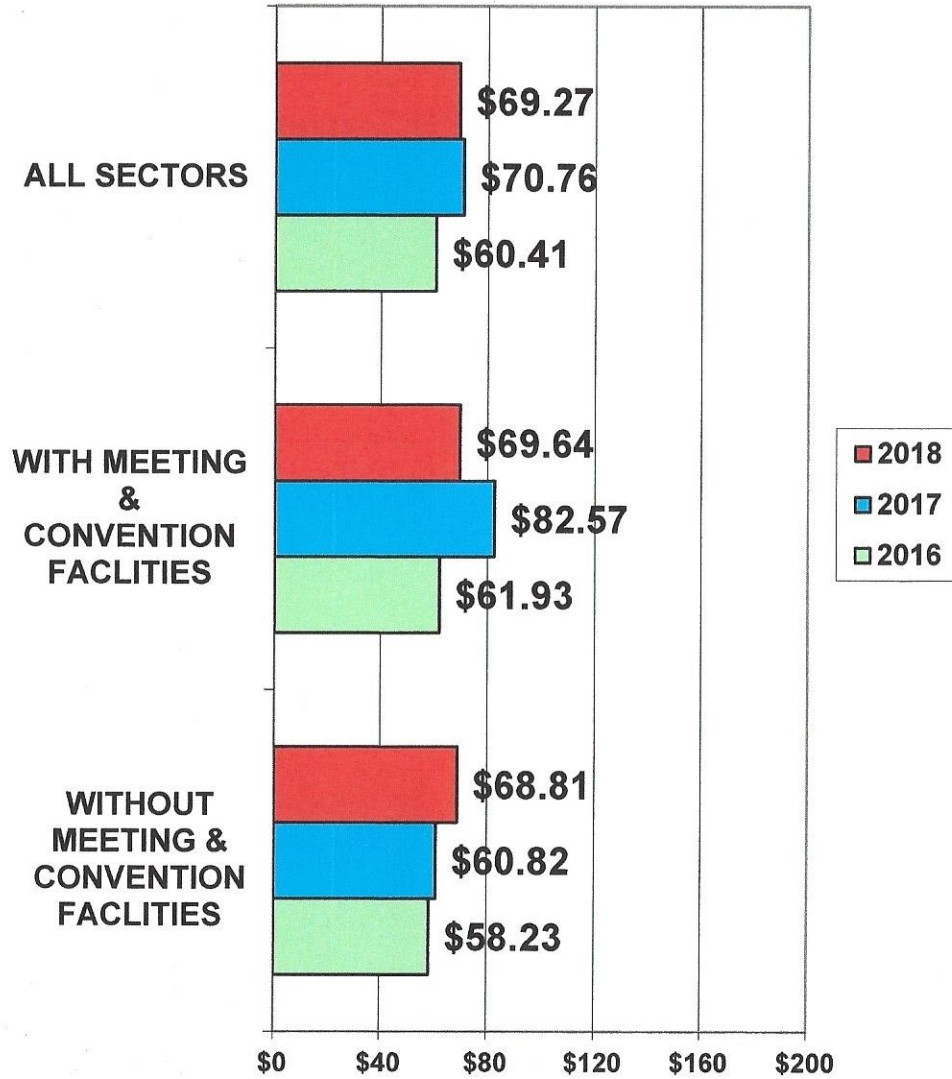
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - OCTOBER 2016 - 2018



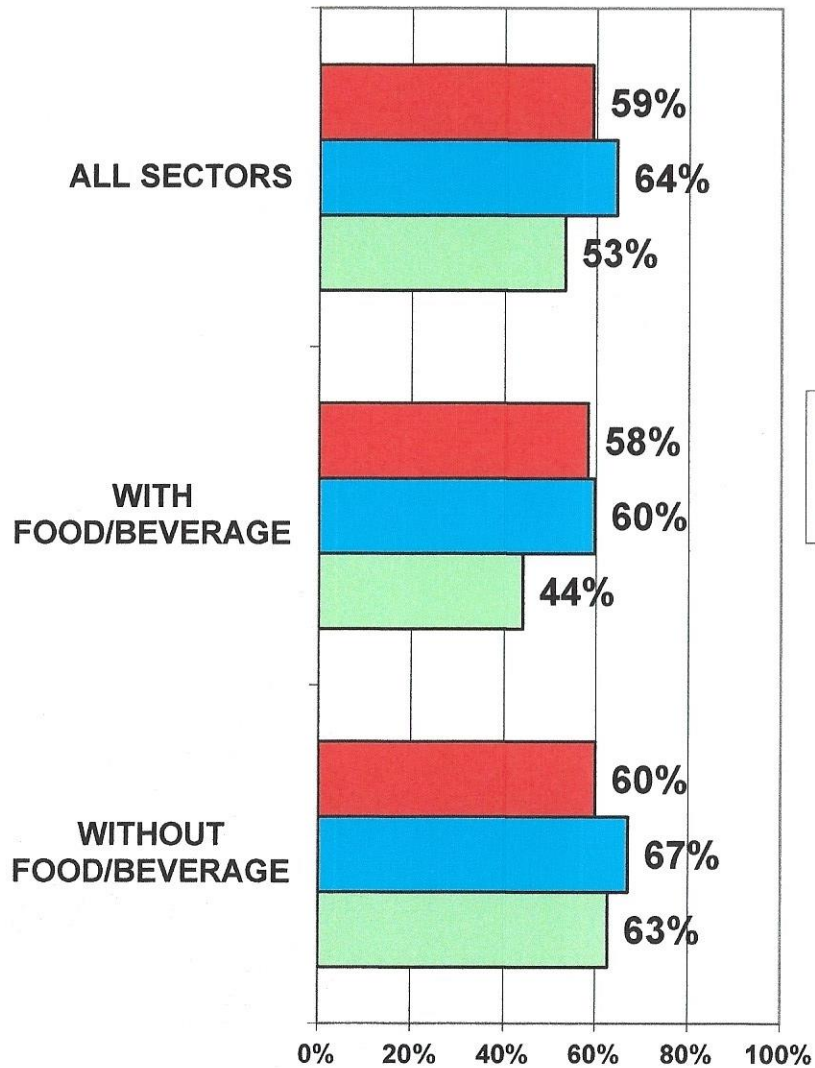
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - OCTOBER 2016 - 2018



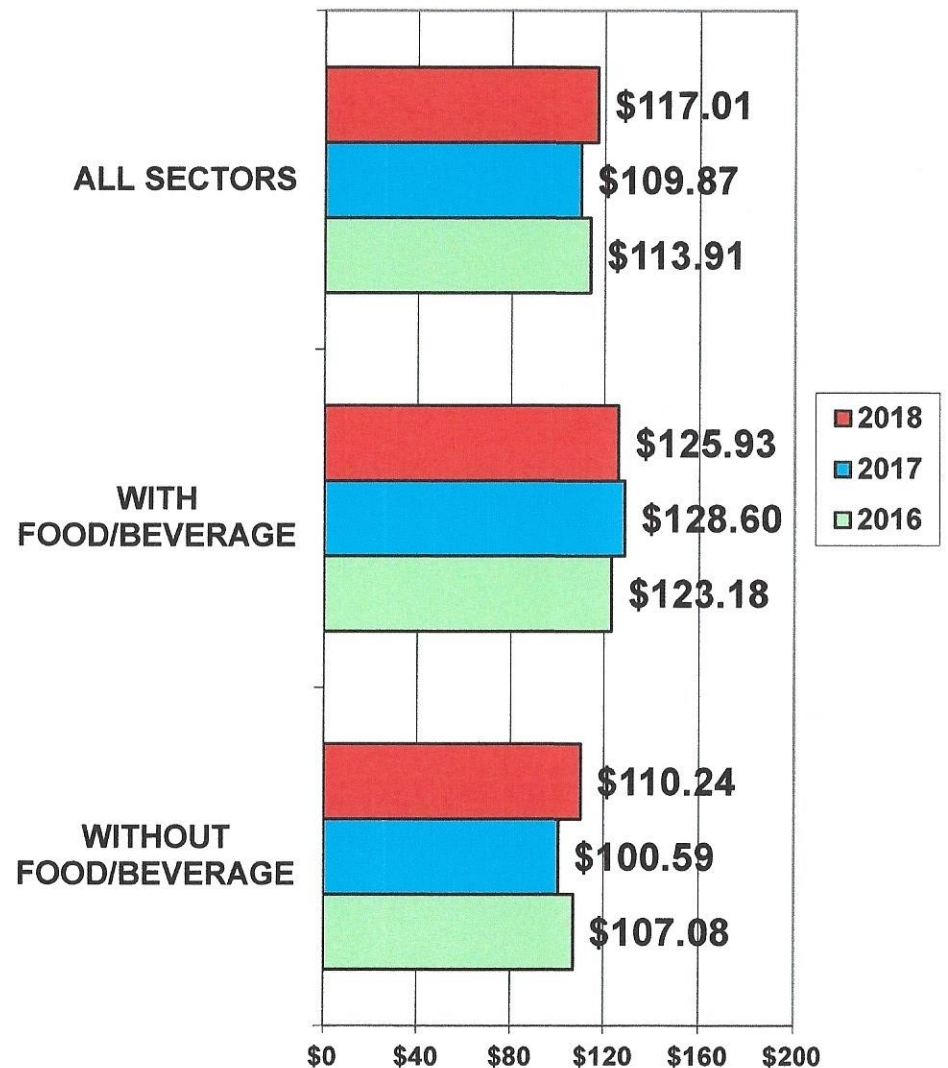
**VOLUSIA REV PAR
BY MEETING & CONVENTION
FACILITIES - OCTOBER 2016 - 2018**



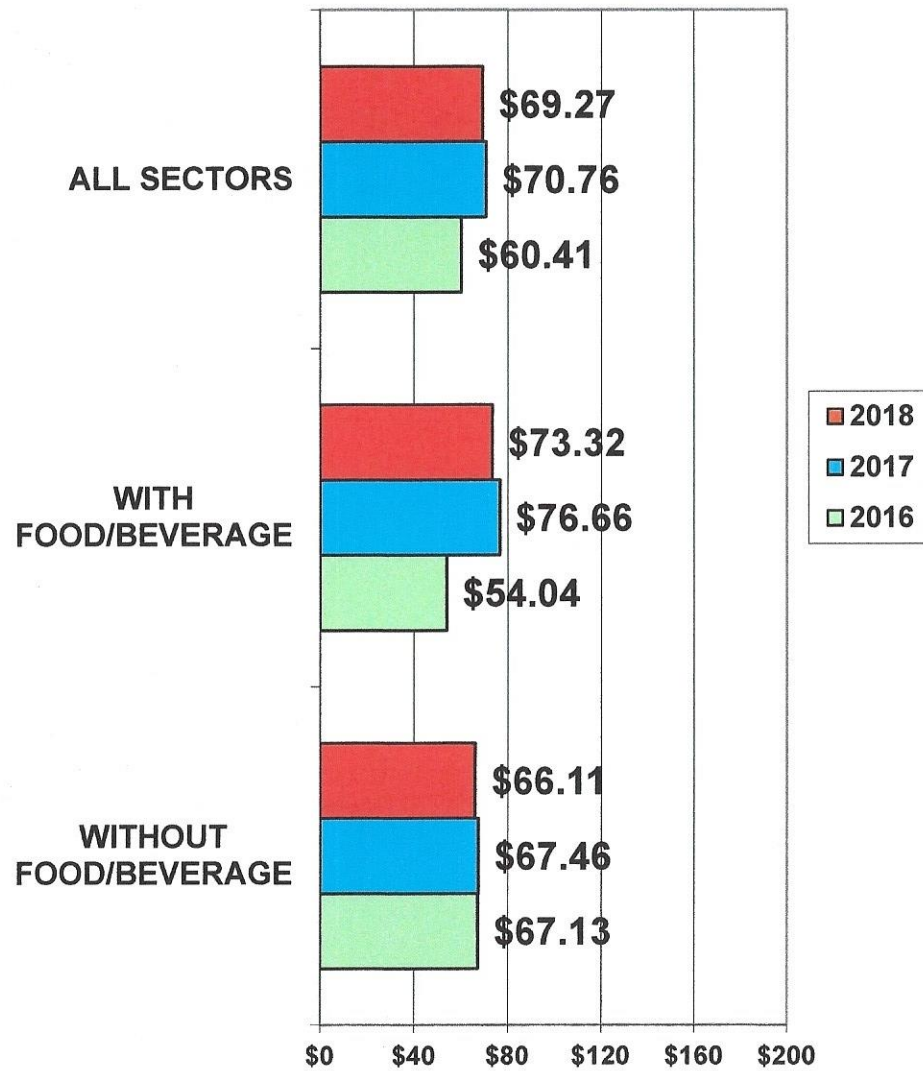
VOLUSIA OCCUPANCY BY FOOD/BEVERAGE - OCTOBER 2016 - 2018



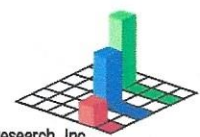
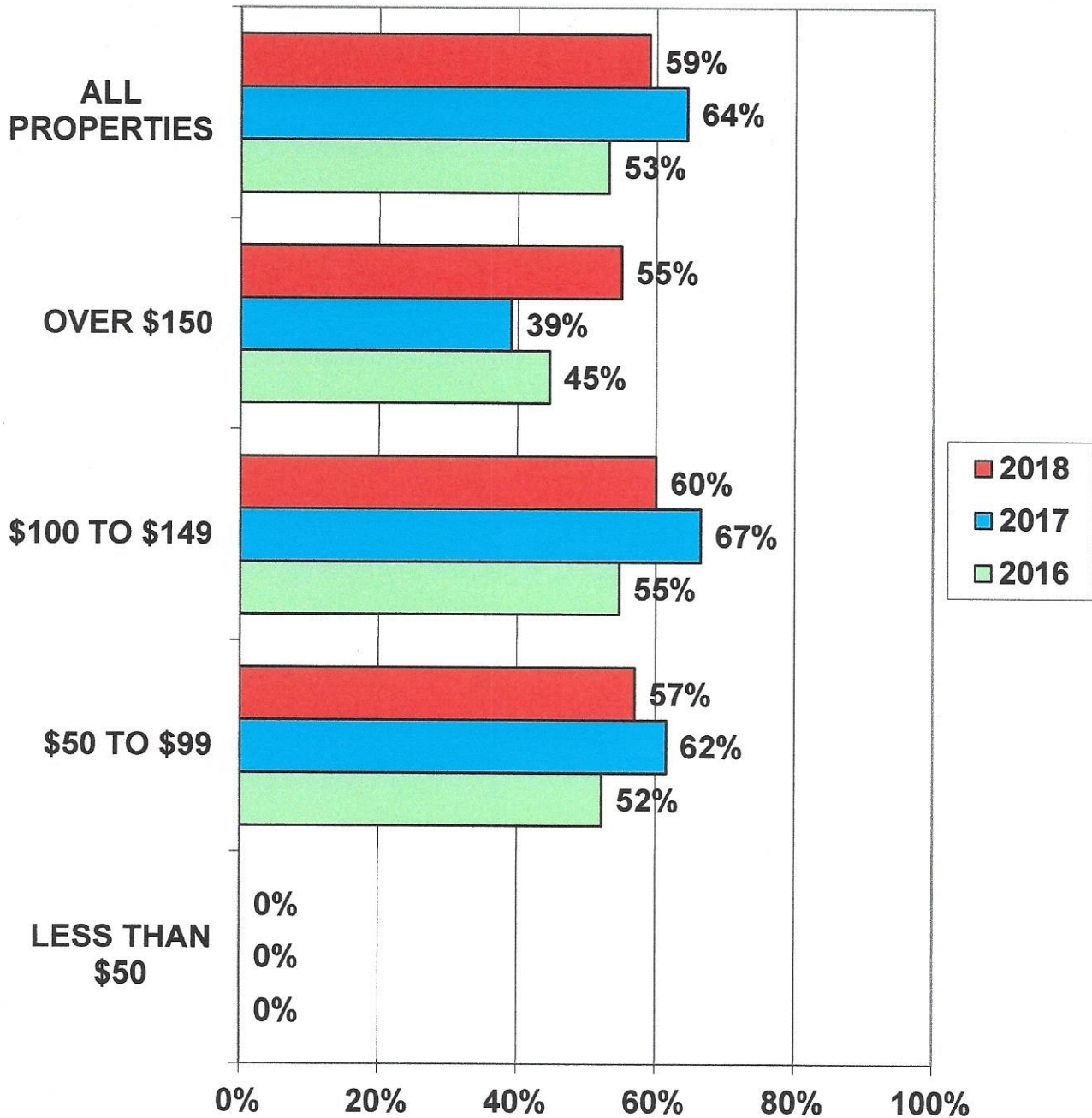
VOLUSIA AVERAGE DAILY RATE BY FOOD/BEVERAGE - OCTOBER 2016 - 2018



VOLUSIA REV PAR BY FOOD/BEVERAGE OCTOBER 2016 - 2018

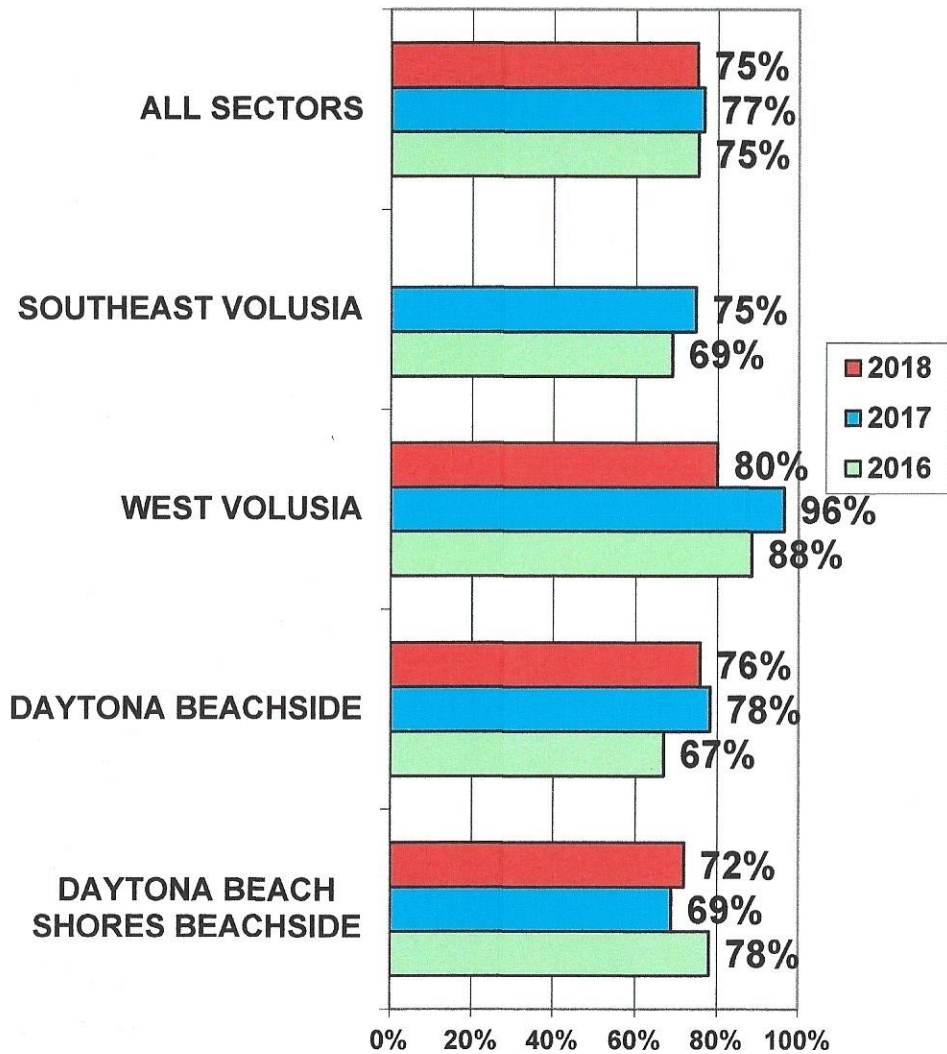


VOLUSIA HOTEL/MOTEL OCCUPANCY BY PRICE RANGE - OCTOBER 2016 - 2018

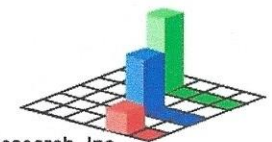
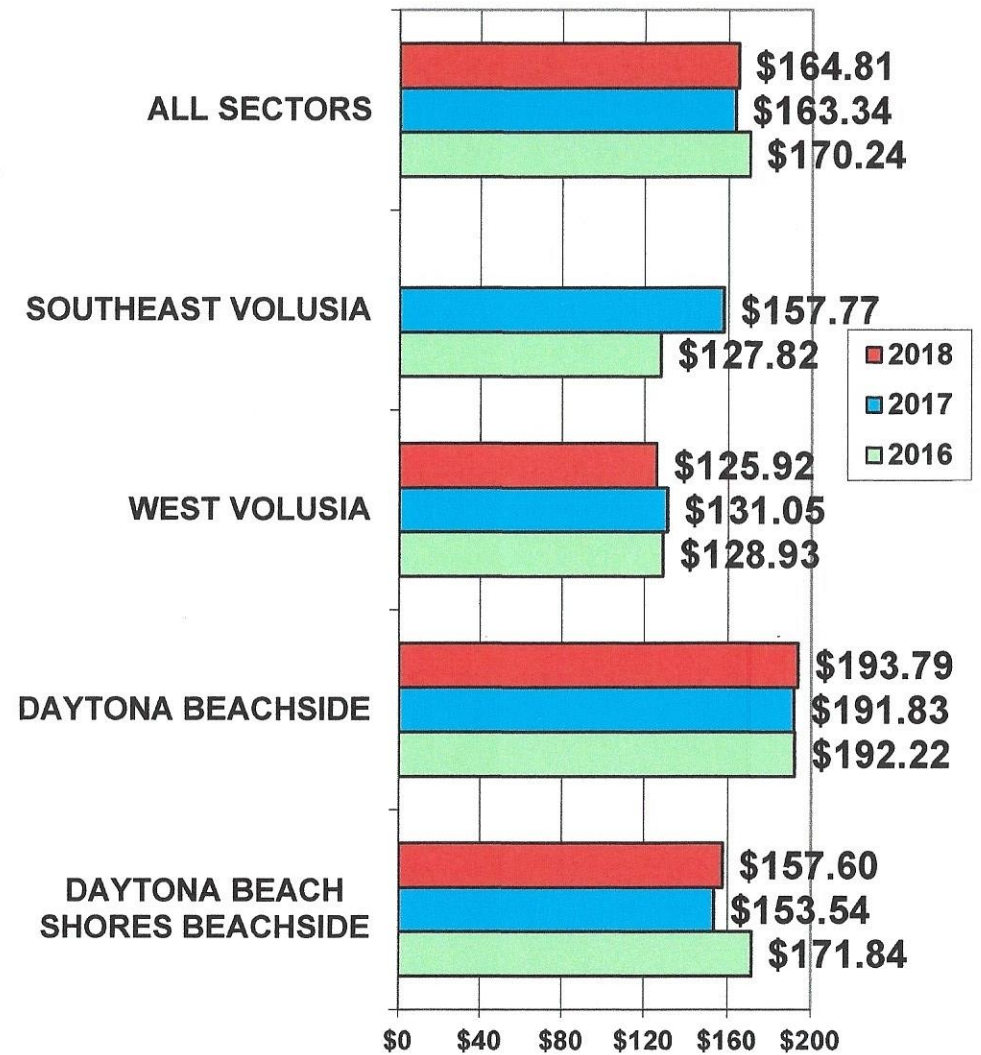


Mid-Florida Marketing & Research, Inc.

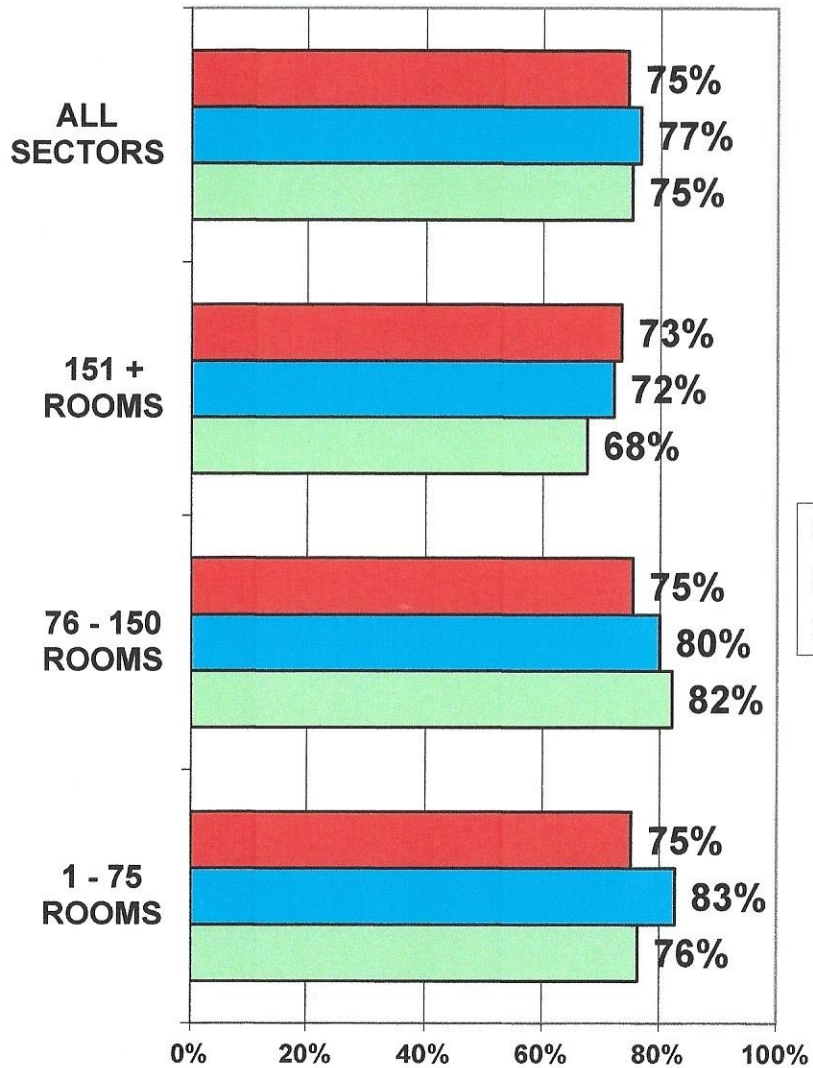
VOLUSIA OCCUPANCY BY AREA SECTORS - BIKETOBERFEST 2016 - 2018



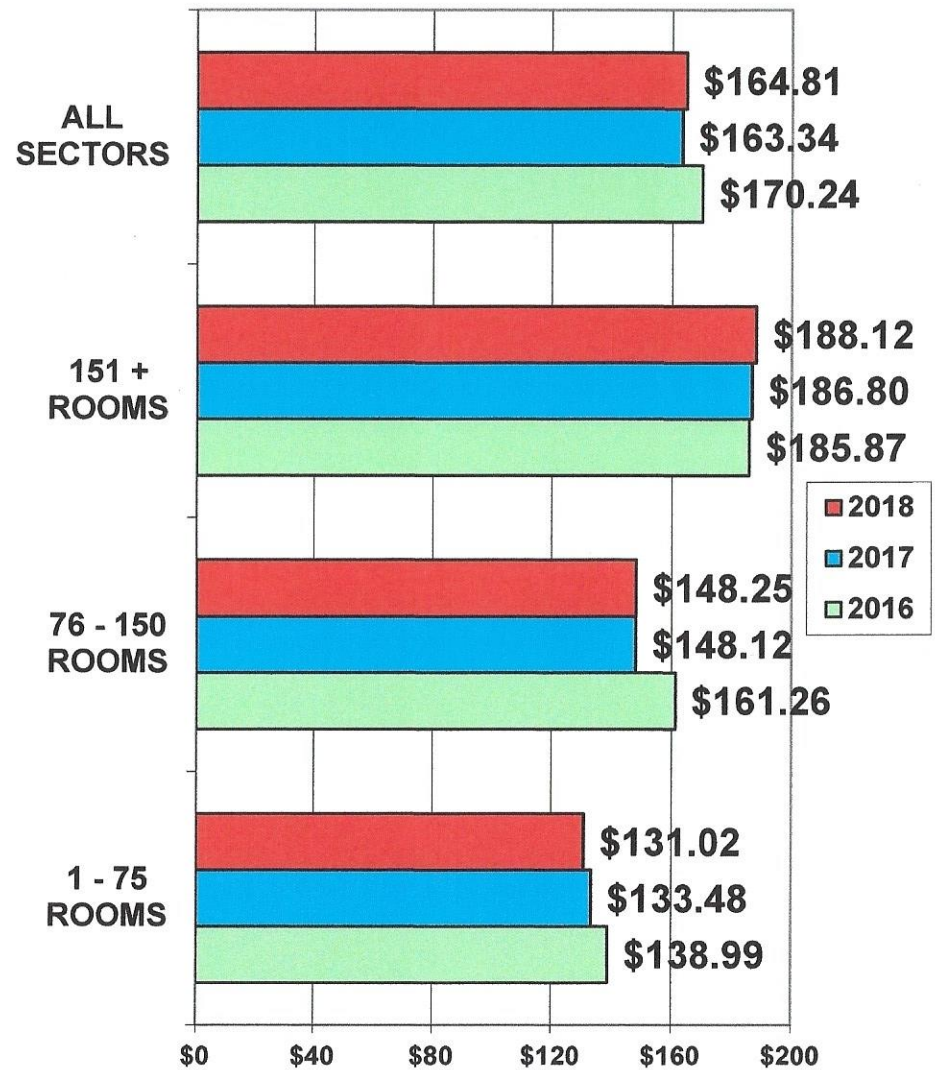
VOLUSIA OCCUPANCY BY AREA SECTORS - BIKETOBERFEST 2016 - 2018



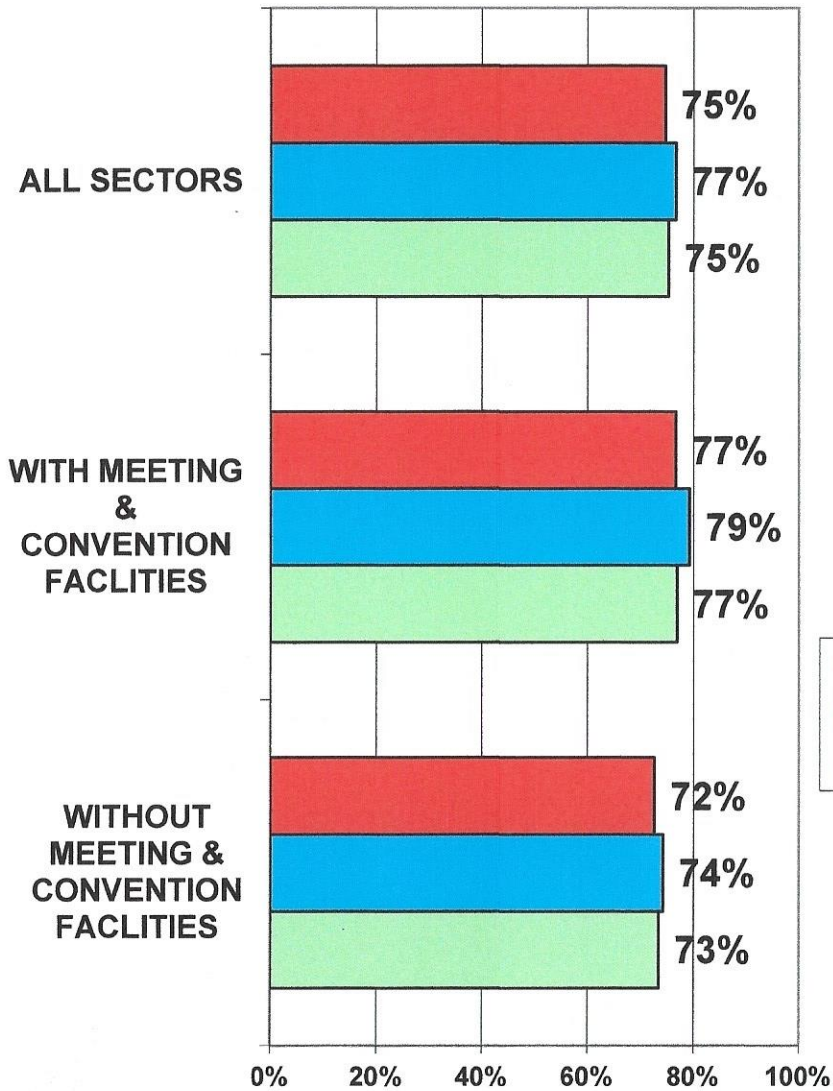
**VOLUSIA OCCUPANCY BY
PROPERTY SIZE -
BIKETOBERFEST 2016 - 2018**



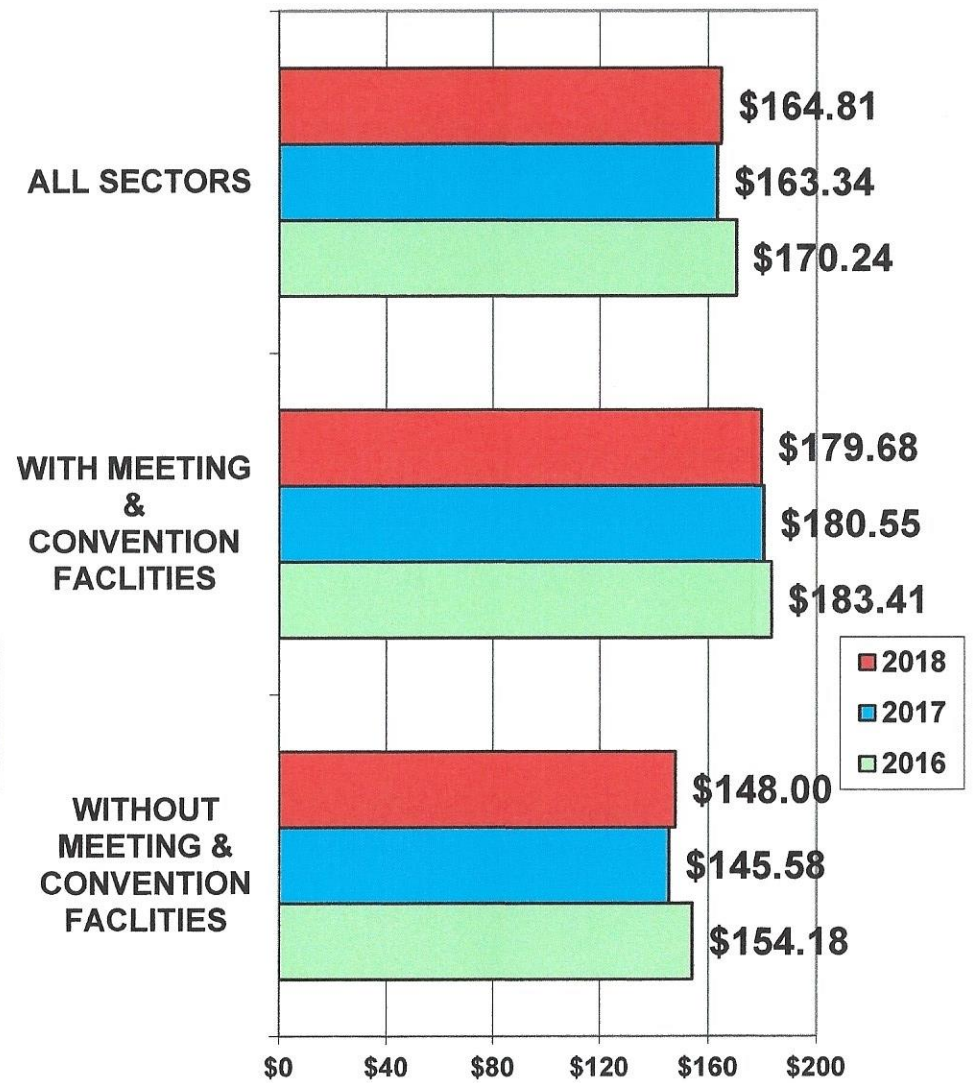
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PROPERTY SIZE -
BIKETOBERFEST 2016 - 2018**



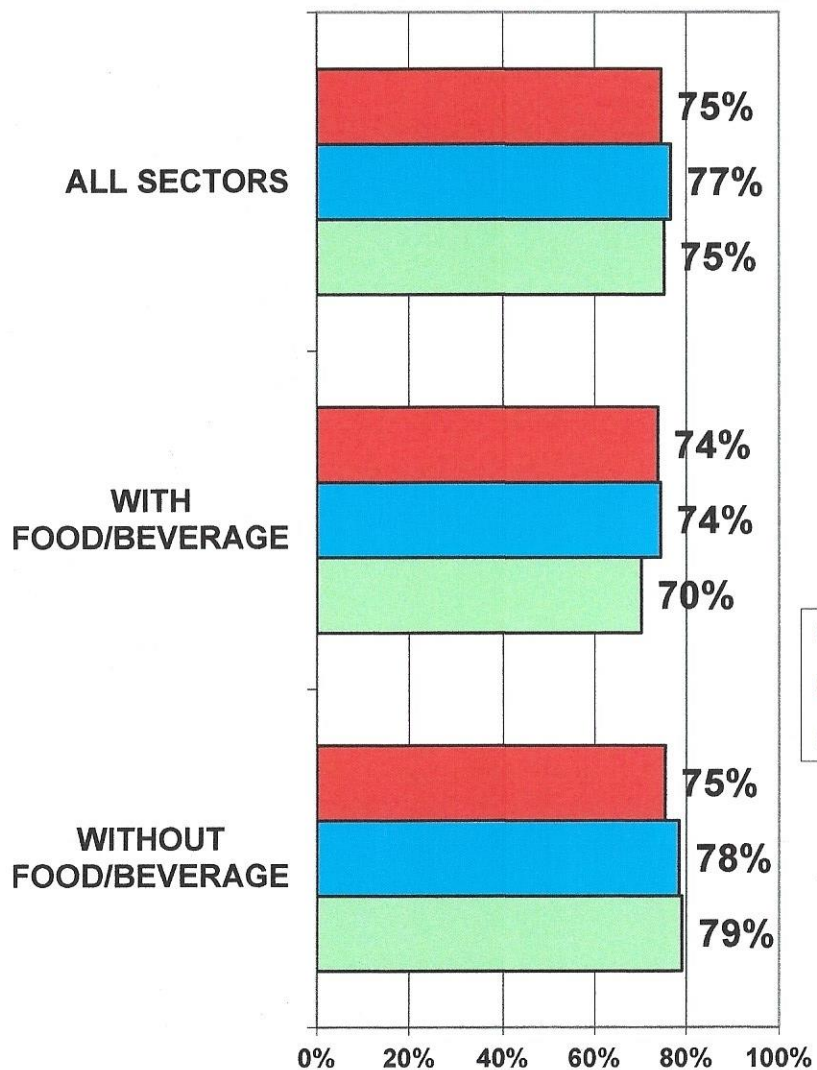
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - BIKETOBERFEST 2016 - 2018



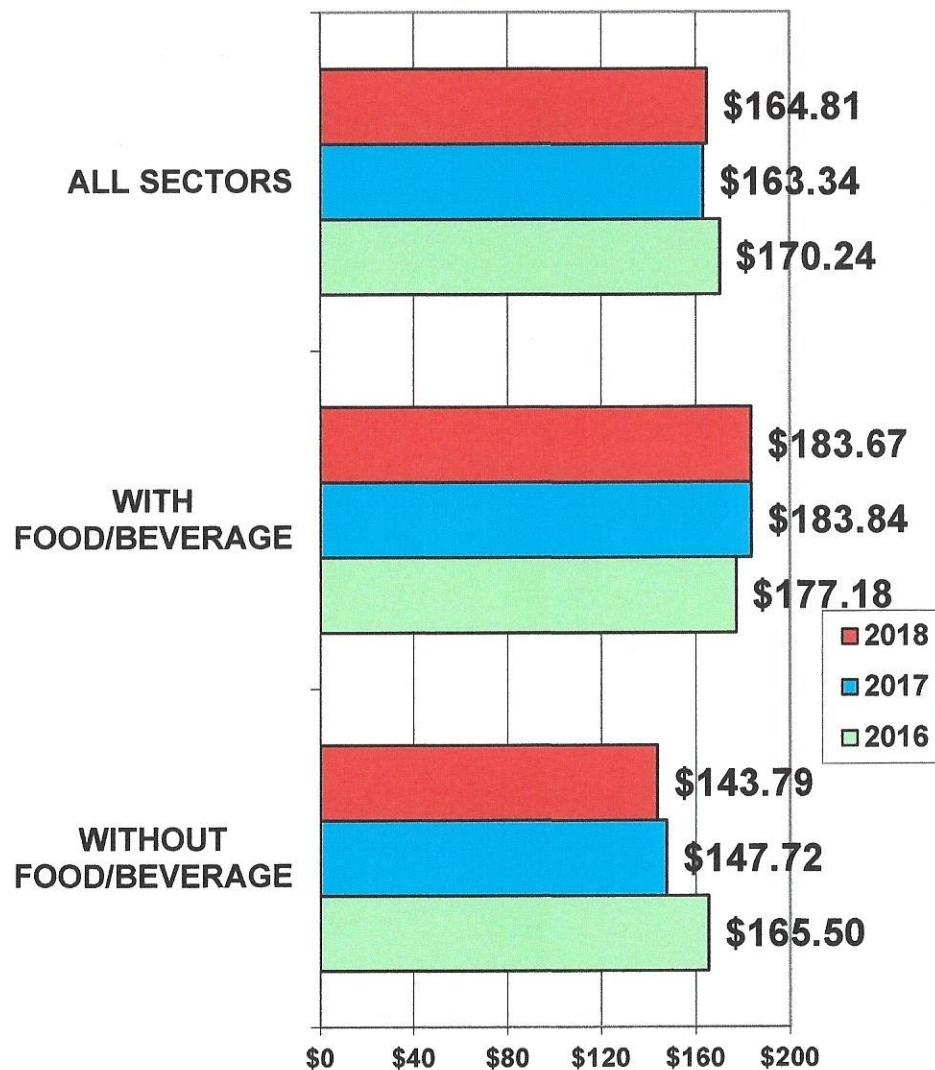
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - BIKETOBERFEST 2016 - 2018



VOLUSIA OCCUPANCY BY FOOD/BEVERAGE - BIKETOBERFEST 2016 - 2018



VOLUSIA AVERAGE DAILY RATE BY FOOD/BEVERAGE BIKETOBERFEST 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		
BEST WESTERN PLUS AKU TIKI	132	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		
HAMPTON DAYTONA SHORES OCEANFRONT	111	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		
HYATT PLACE	143	X	X	X	X	X	X	X	X	X	X		
OCEAN COURT MOTEL	33	X	X	X	X	X	X	X	X	X	X		
OCEANSIDE INN	191	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		
RESIDENCE INN DAYTONA BEACH OCEANFRONT	105	X	X	X	X	X	X	X	X	X	X		
SHORES RESORT & SPA	212	X	X	X	X	X	X	X	X	X	X		
SUN VIKING LODGE	91	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		
DAYTONA BEACH REGENCY	98	X	X	X	X	X	X	X	X	X	X		
DAYTONA BEACH RESORT	303	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		
HILTON DAYTONA BEACH RESORT	742	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		
HOLIDAY INN & SUITES ON THE OCEAN	123	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		
NAUTILUS INN	90	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		
SILVER BEACH CLUB	74	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		
WYNDHAM OCEAN WALK	127			X	X	X	X	X	X				



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	<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		
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		
HIGHWAY I-95 INTERSECTIONS													
BEST WESTERN SPEEDWAY	151	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	
SLEEP INN	82	X	X								X	X	
AIRPORT/SPEEDWAY DISTRICT													
DAYTONA BEACH COURTYARD	122	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		
HAMPTON INN AIRPORT	122	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		
HOMWOOD SUITES	94	X	X	X	X	X	X	X	X	X	X		
QUALITY INN DAYTONA	64	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		
ARTISAN DOWNTOWN	14	X	X	X	X	X	X	X	X	X	X		
COMFORT INN DELAND	68	X	X	X	X	X	X	X	X	X	X		
DAYS INN ORANGE CITY	37	X	X	X	X	X	X	X			X	X	
HAMPTON INN DEBARY	76	X	X	X	X	X	X	X	X	X	X		
HAMPTON INN DELAND	94	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		
HONTOON LANDING	18	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		
COASTAL WATERS INN	40	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		

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

