

Memo

To: HAAA
From: Evelyn Fine
Date: January 14, 2021
Subject: October 2020 Occupancy & Average Daily Rate Report

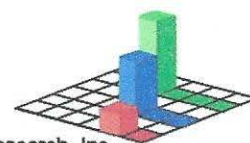
Overall Daytona Beach Area Occupancy decreased about 24%, to 41% in October 2020 from 54% in October 2019.

The Daytona Beach Area Average Daily Rate decreased about 6% to \$106.61 in October 2020 from \$113.07 in October 2019.

The Daytona Beach Area Revenue per Available Room decreased about 28%, to \$43.76 in October 2020 from \$60.91 in October 2019.

Biketoberfest Corona Virus restrictions resulted in smaller crowds. Many attendees stayed for one night and not the entire event. The pandemic continued to affect existing reservations and caused cancellations for October 2020.

EF/LK



Memo

To: The Hotel and Lodging Association of Volusia County
From: Evelyn Fine
Date: January 14, 2021
Subject: October 2020 Occupancy & Average Daily Rate Report

Overall Volusia Area Occupancy Rate decreased about 20%, to 44% in October 2020 from 56% in October 2019.

The Volusia Area Average Daily Rate decreased about 7%, to \$105.86 in October 2020 from \$113.39 in October 2019.

The Volusia Area Revenue per Available Room decreased about 25%, to \$47.00 in October 2020 from \$63.03 in October 2019.

Biketoberfest Corona Virus restrictions resulted in smaller crowds. Many attendees stayed for one night and not the entire event. The pandemic continued to affect existing reservations and caused cancellations for October 2020.

EF/LK

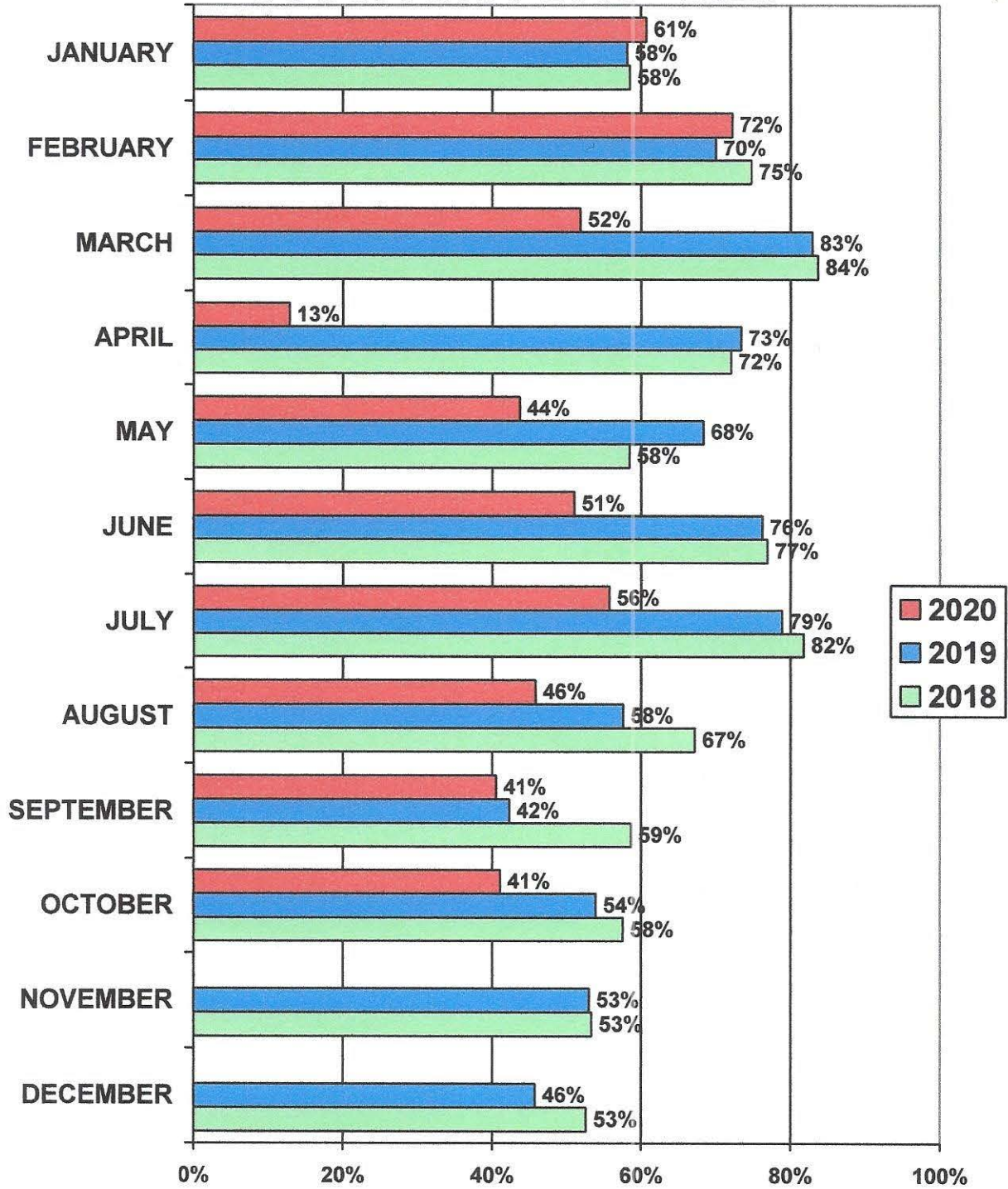
WEST VOLUSIA

| <u>YEAR TO DATE</u> | | <u>OCC</u> | <u>ADR</u> | <u>REVPAR</u> |
|---------------------|------|------------|------------|---------------|
| JANUARY | 2020 | 75% | \$124.73 | \$92.34 |
| FEBRUARY | 2020 | 90% | \$136.29 | \$121.01 |
| MARCH | 2020 | 60% | \$127.93 | \$114.93 |
| APRIL | 2020 | 27% | \$83.51 | \$22.51 |
| MAY | 2020 | 42% | \$87.14 | \$36.46 |
| JUNE | 2020 | 53% | \$90.85 | \$47.95 |
| JULY | 2020 | 59% | \$91.58 | \$53.18 |
| AUGUST | 2020 | 81% | \$87.82 | \$71.55 |
| SEPTEMBER | 2020 | 75% | \$84.67 | \$62.81 |
| OCTOBER | 2020 | 80% | \$87.83 | \$69.48 |
| NOVEMBER | 2020 | | | |
| DECEMBER | 2020 | | | |



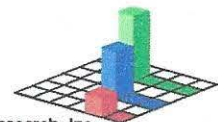
Mid-Florida Marketing & Research, Inc.

HALIFAX AREA HOTEL/MOTEL OCCUPANCY 2018 - 2020

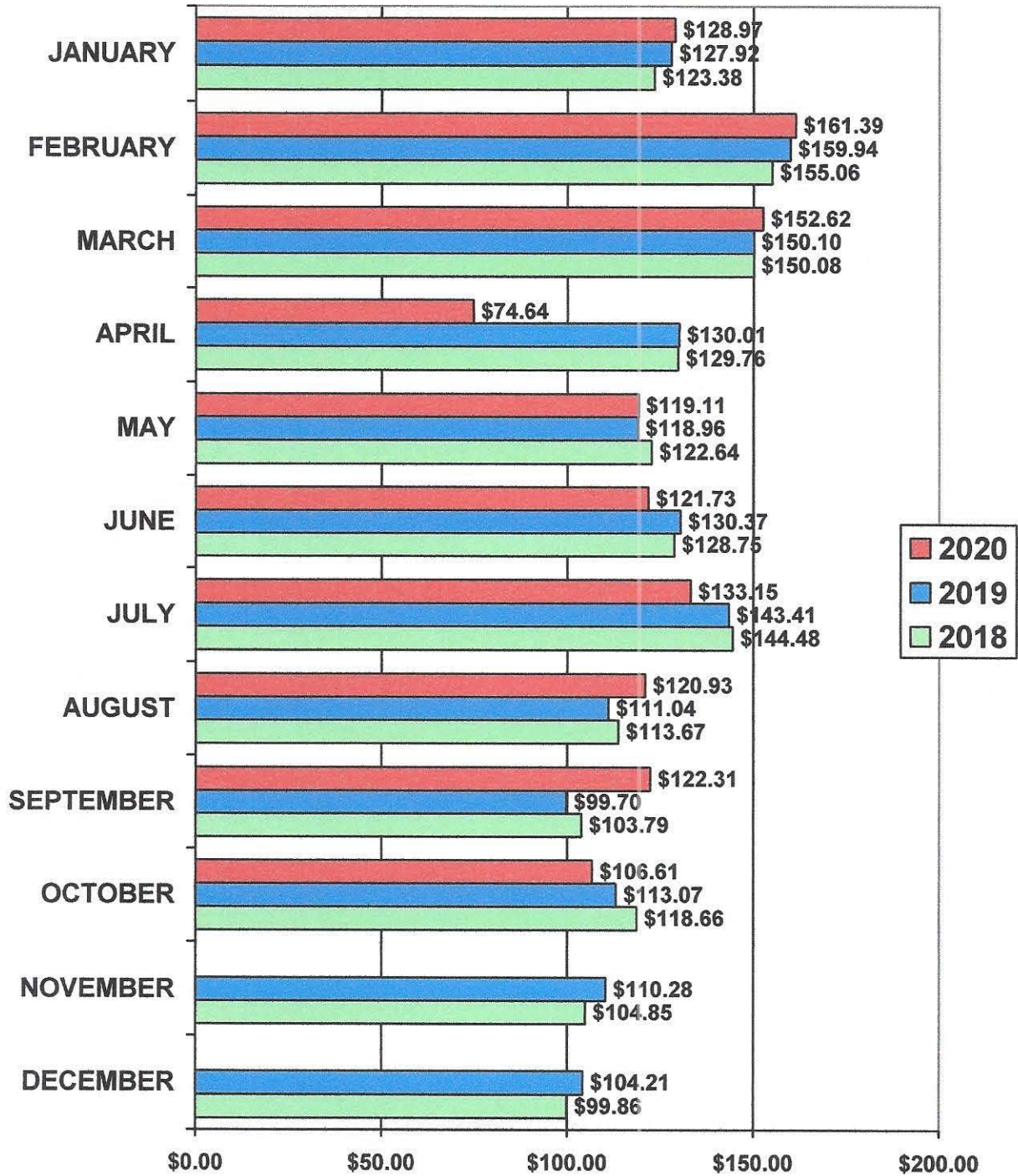


2020 YTD AVG. 48%
2019 YTD AVG. 66%
2018 YTD AVG. 69%

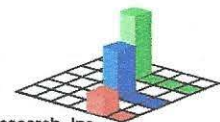
OCTOBER 2020 HIGH 74%
OCTOBER 2020 LOW 11%



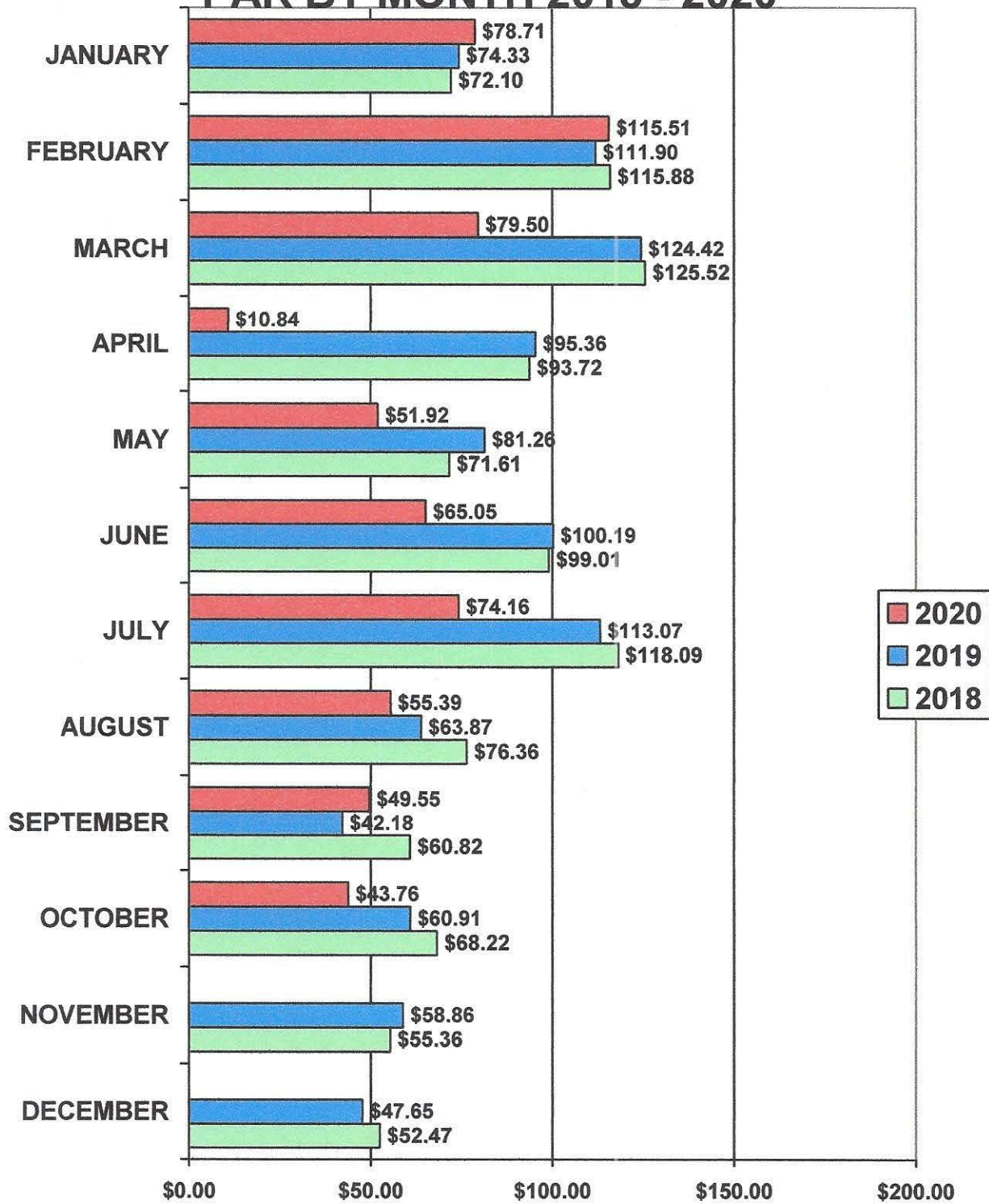
HALIFAX AREA HOTEL/MOTEL AVERAGE DAILY RATE 2018 - 2020



2020 YTD AVG. \$130.56 OCTOBER 2020 HIGH \$ 137.35
 2019 YTD AVG. \$131.23 OCTOBER 2020 LOW \$ 62.34
 2018 YTD AVG. \$131.19



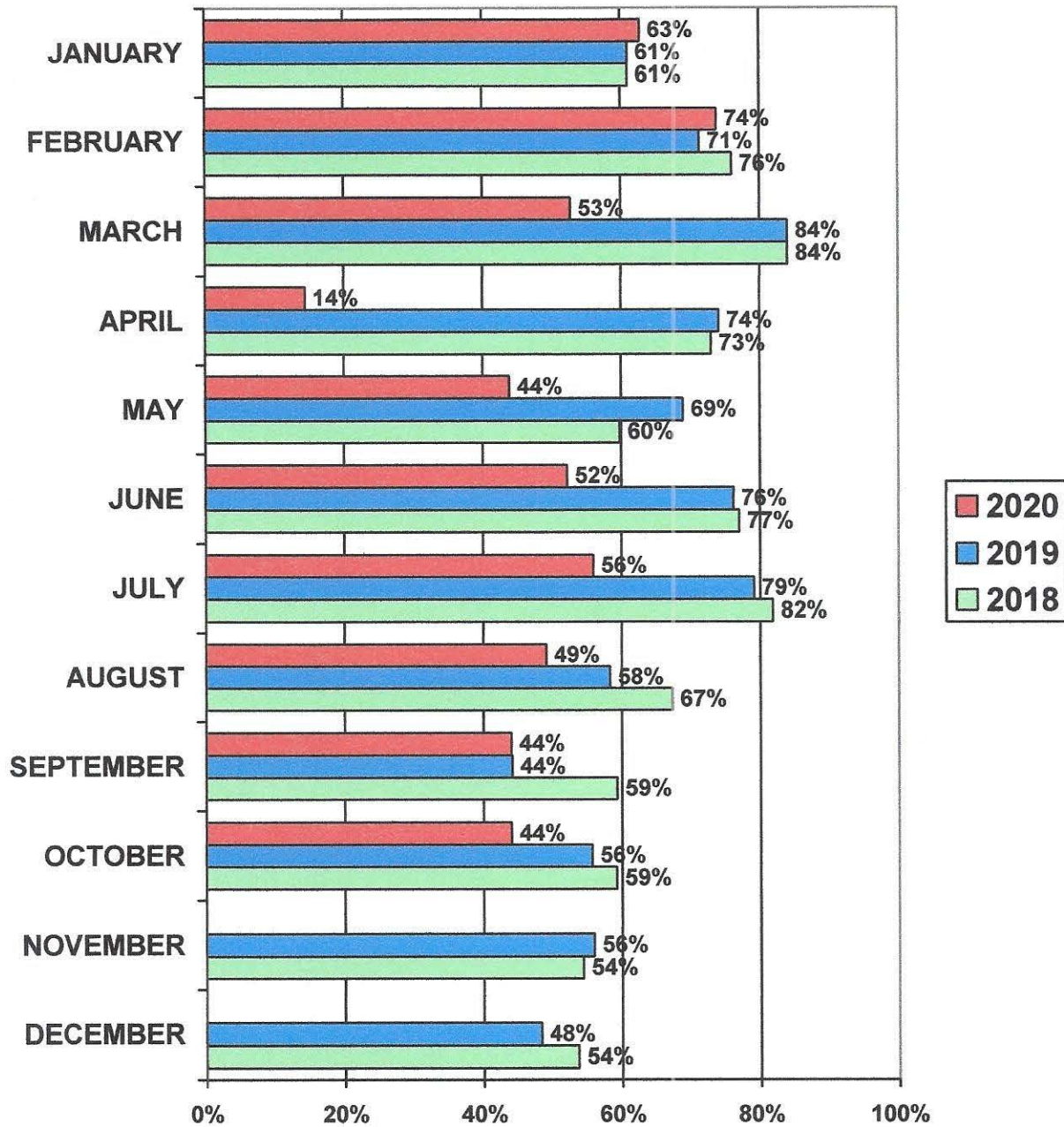
HALIFAX AREA HOTEL/MOTEL REV PAR BY MONTH 2018 - 2020



2020 YTD AVG. \$ 63.59
 2019 YTD AVG. \$ 87.11
 2018 YTD AVG. \$ 90.74



VOLUSIA HOTEL/MOTEL OCCUPANCY 2018 - 2020

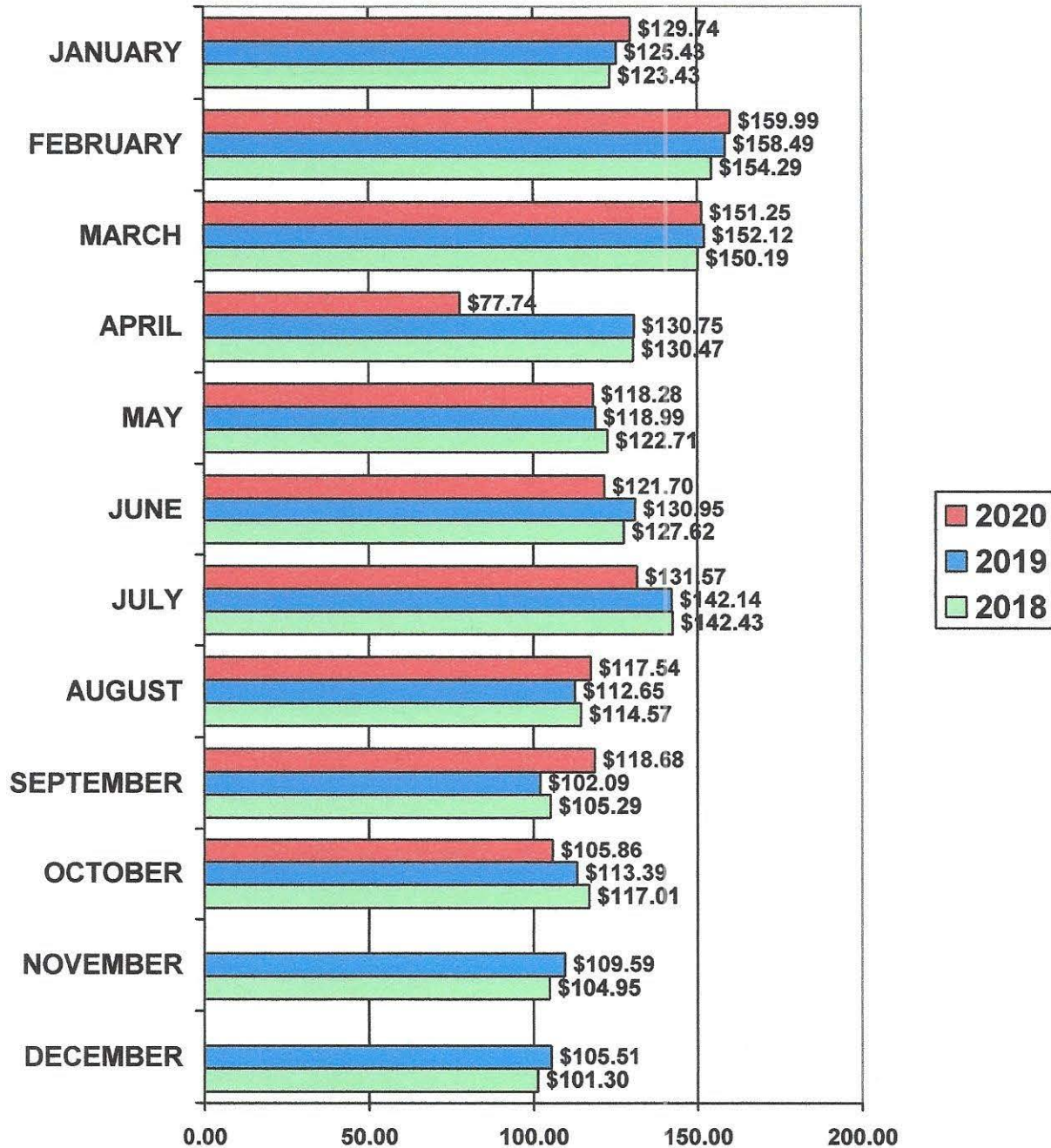


2020 YTD AVG. 50%
2019 YTD AVG. 67%
2018 YTD AVG. 70%

2020 OCTOBER HIGH 92%
2020 OCTOBER LOW 11%

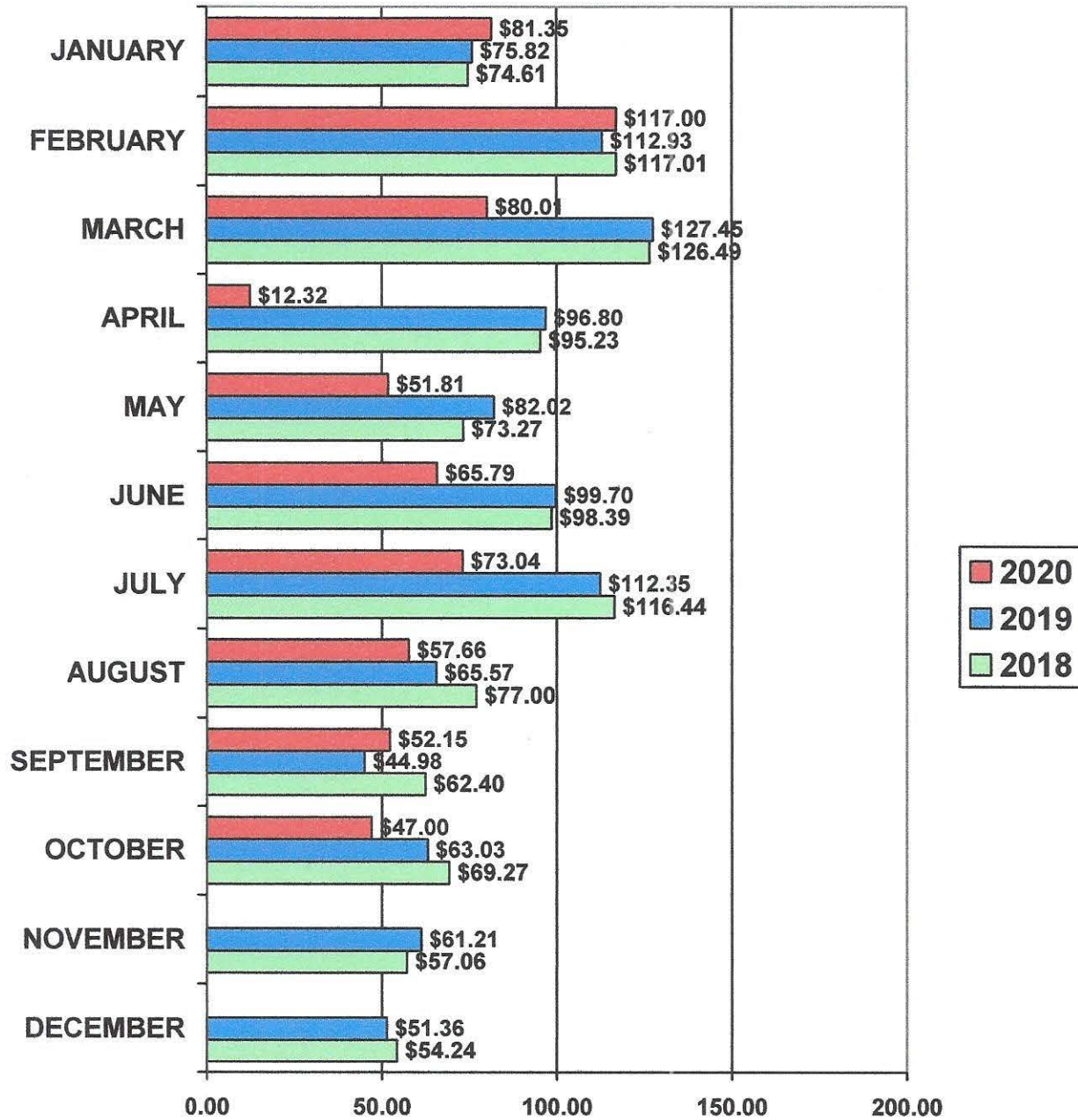


VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2018 - 2020

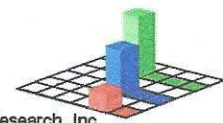


2020 YTD AVG. \$128.86 OCTOBER 2020 HIGH \$ 181.21
 2019 YTD AVG. \$131.22 OCTOBER 2020 LOW \$ 62.34
 2018 YTD AVG. \$130.80

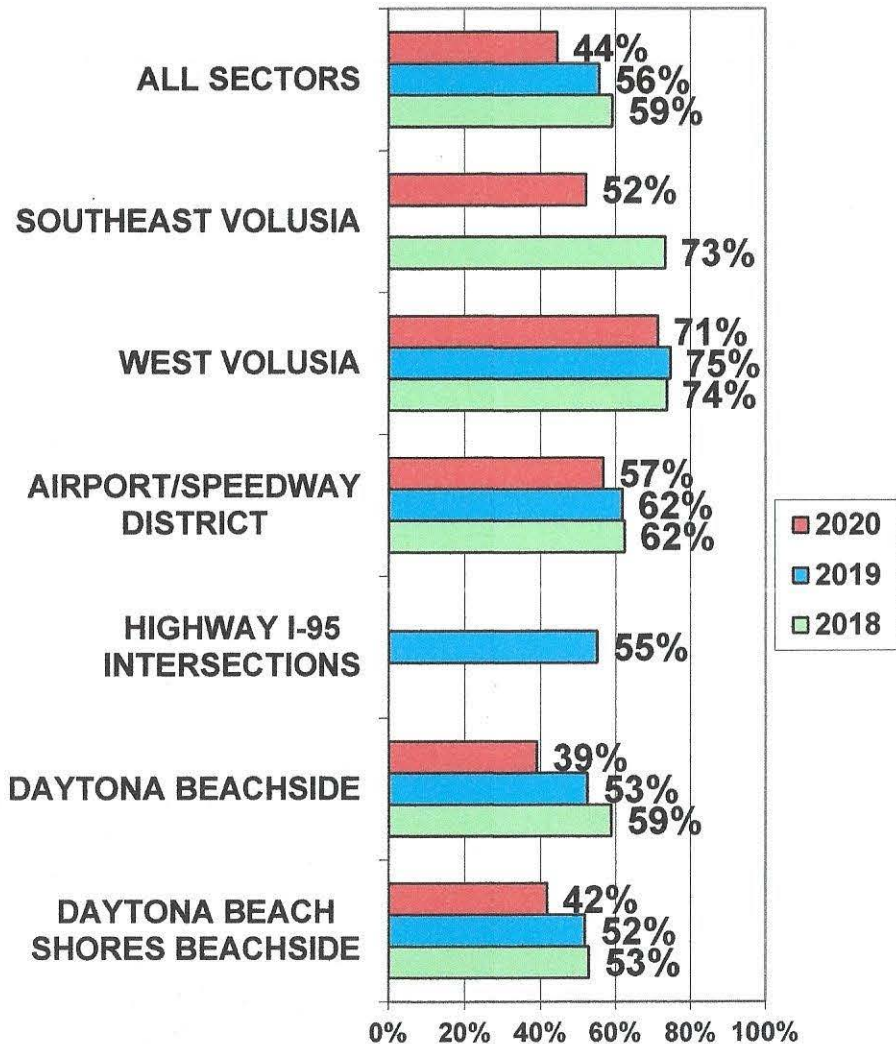
VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2018 - 2020



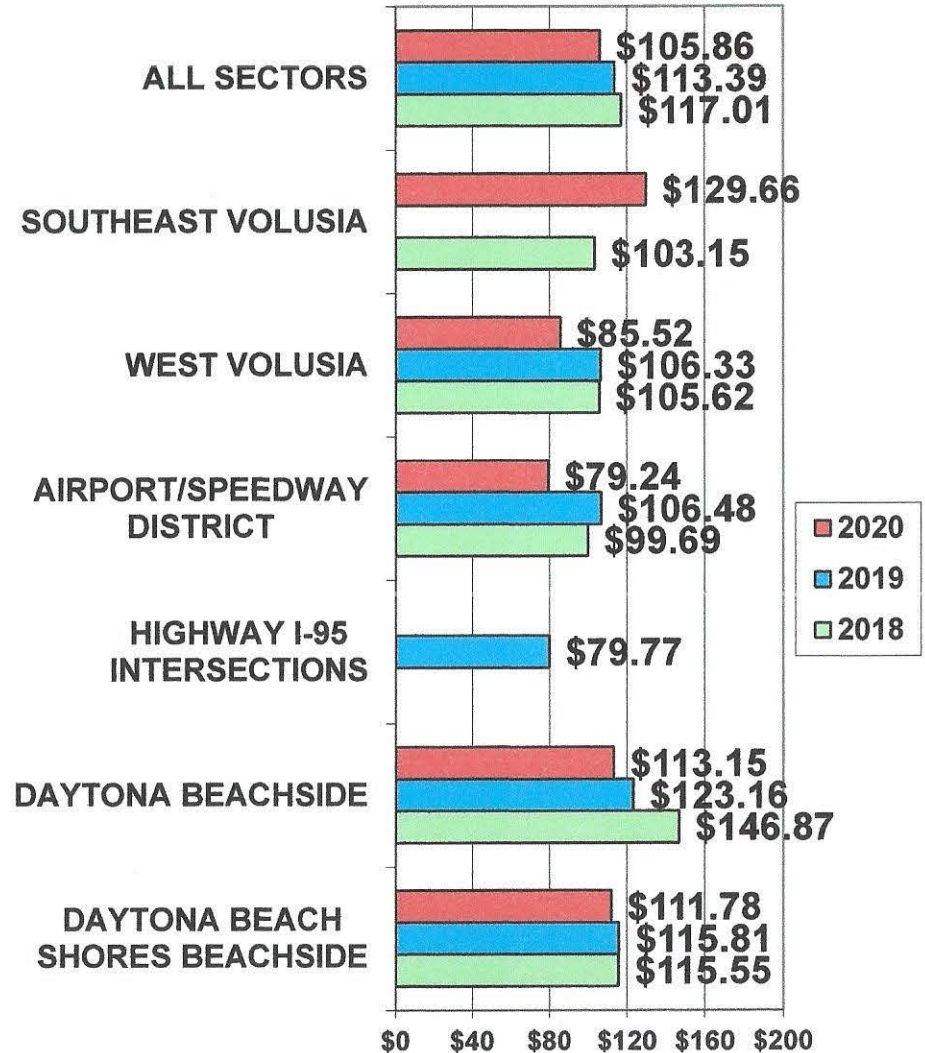
2020 YTD AVG. \$ 64.75
2019 YTD AVG. \$ 88.39
2018 YTD AVG. \$ 91.53



VOLUSIA OCCUPANCY BY AREA SECTORS - OCTOBER 2018 - 2020

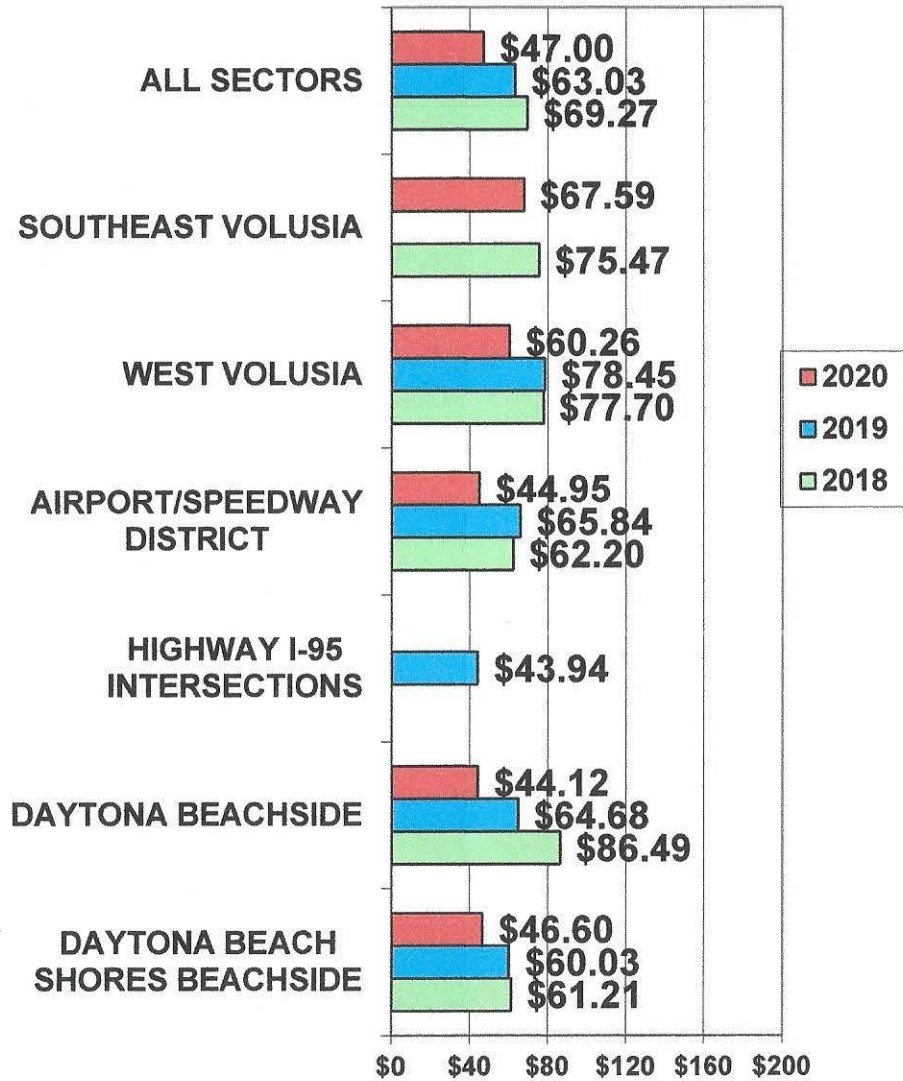


VOLUSIA AVERAGE DAILY RATE BY AREA SECTORS - OCTOBER 2018 - 2020



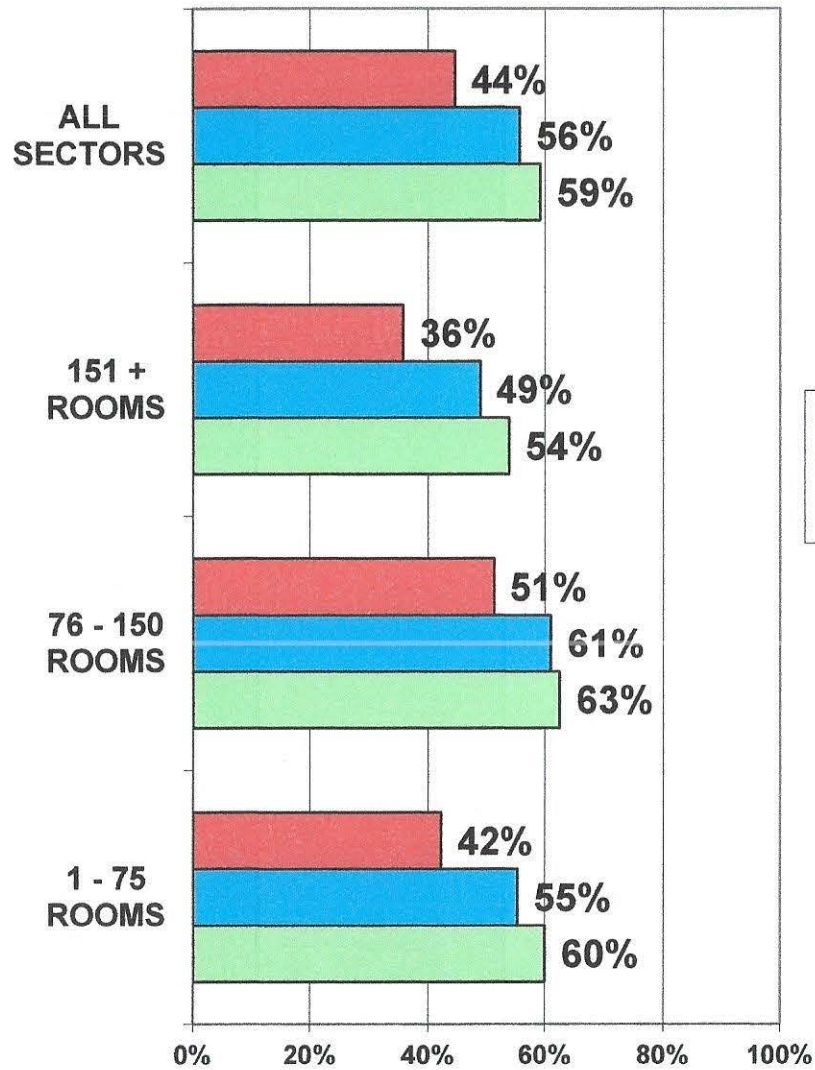
AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.

VOLUSIA REV PAR BY AREA SECTORS - OCTOBER 2018 - 2020

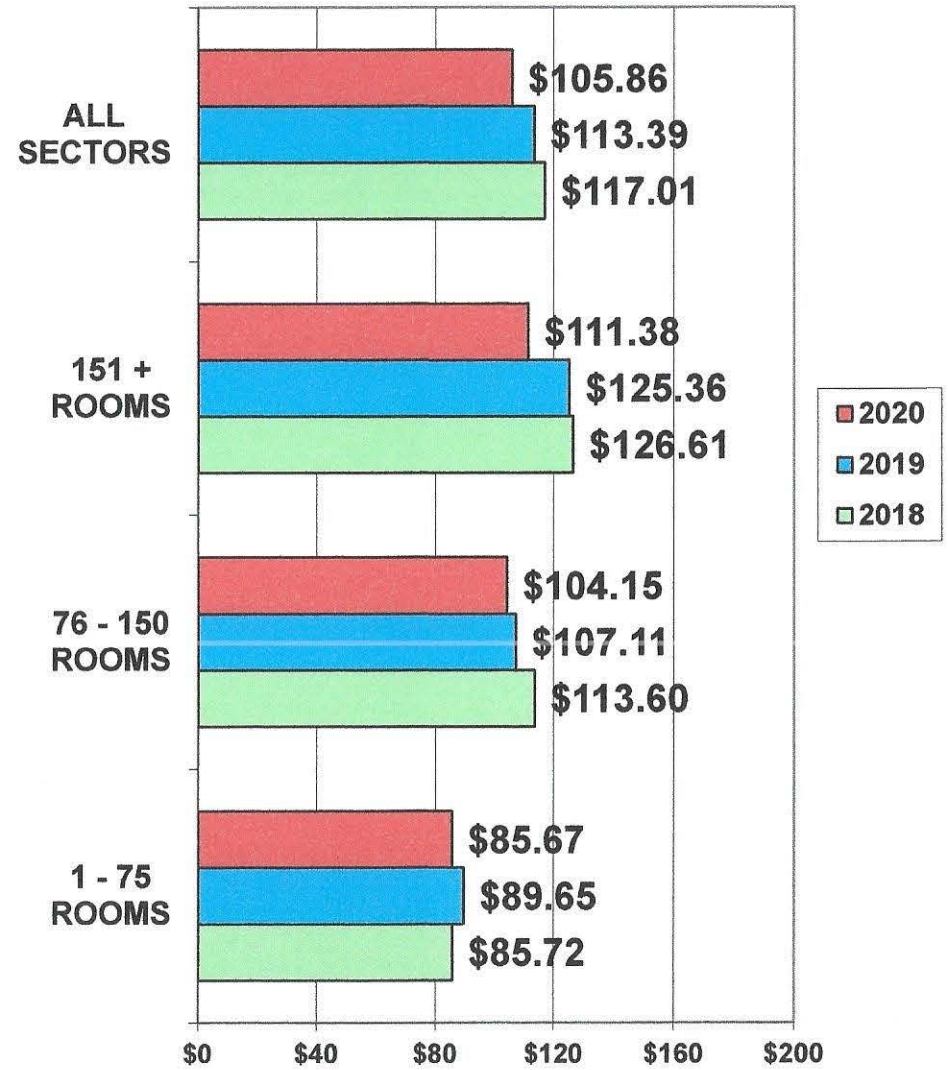


AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.

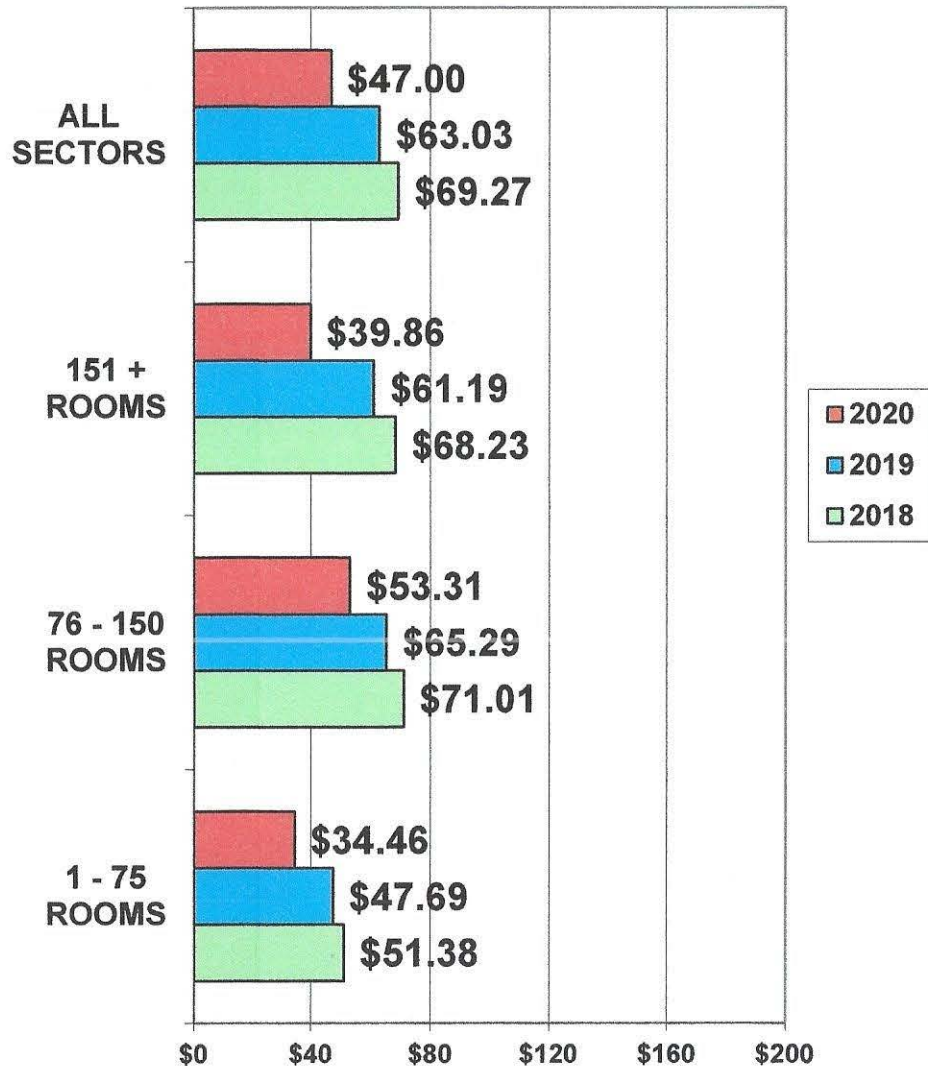
**VOLUSIA OCCUPANCY BY
PROPERTY SIZE -
OCTOBER 2018 - 2020**



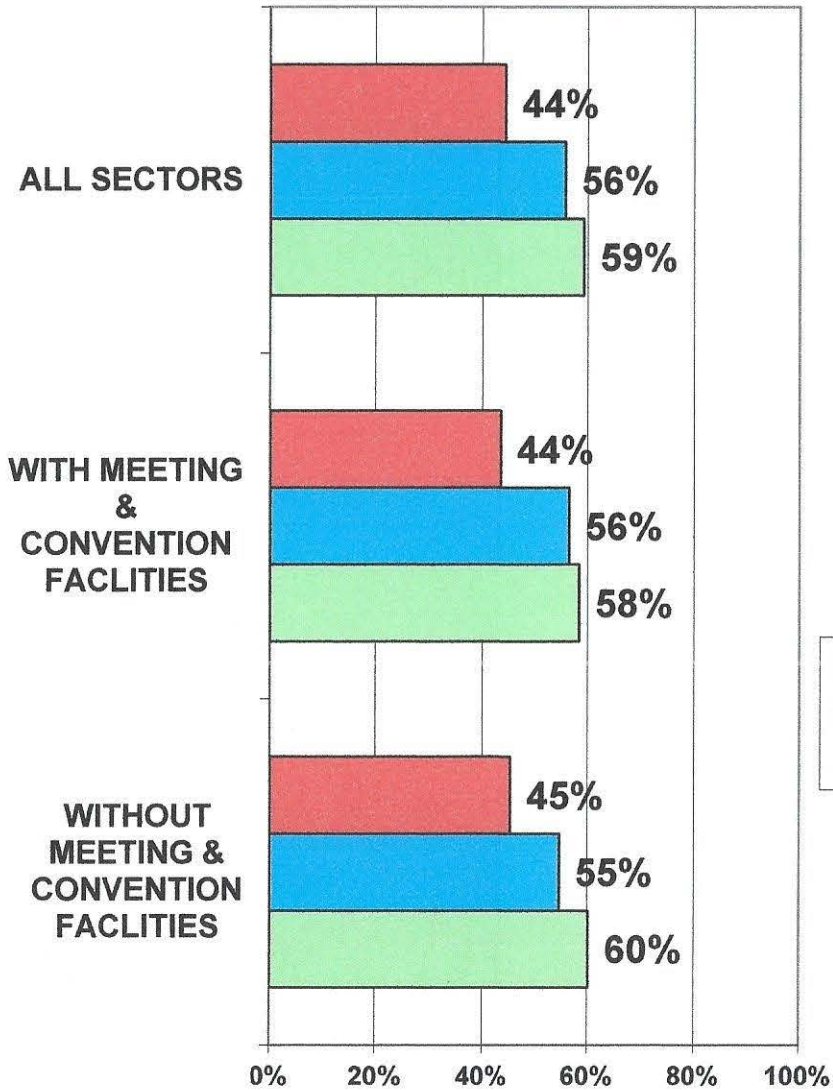
**VOLUSIA AVERAGE DAILY RATE BY
PROPERTY SIZE -
OCTOBER 2018 - 2020**



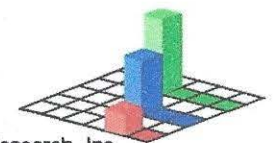
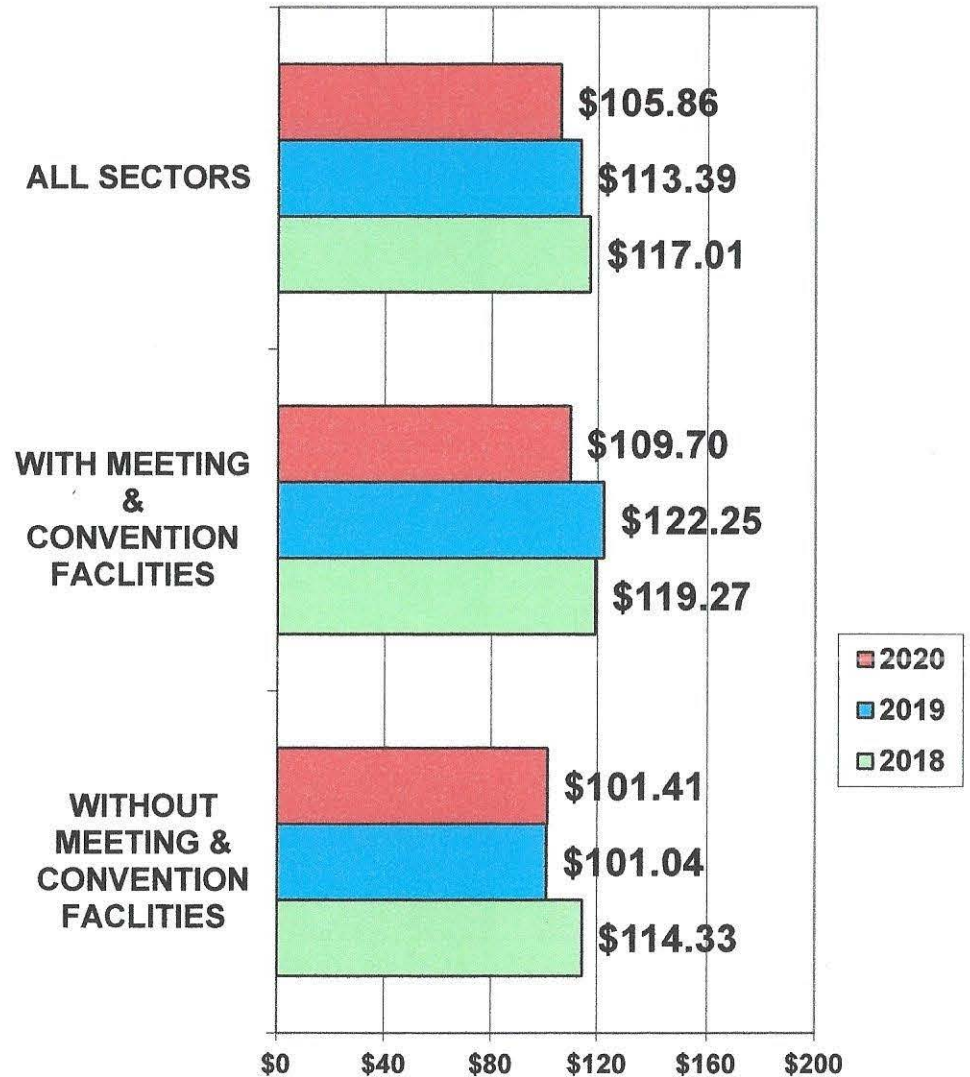
VOLUSIA REV PAR BY PROPERTY SIZE - OCTOBER 2018 - 2020



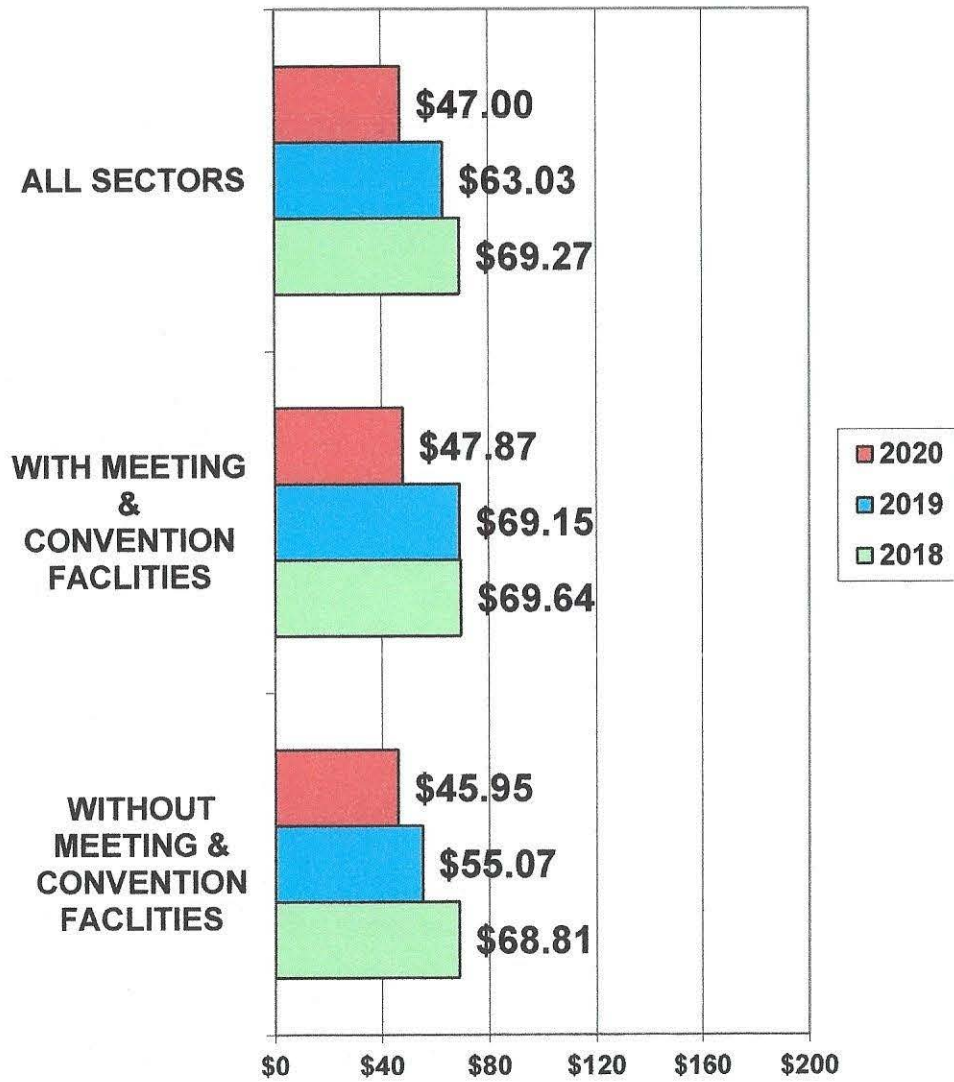
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - OCTOBER 2018 - 2020



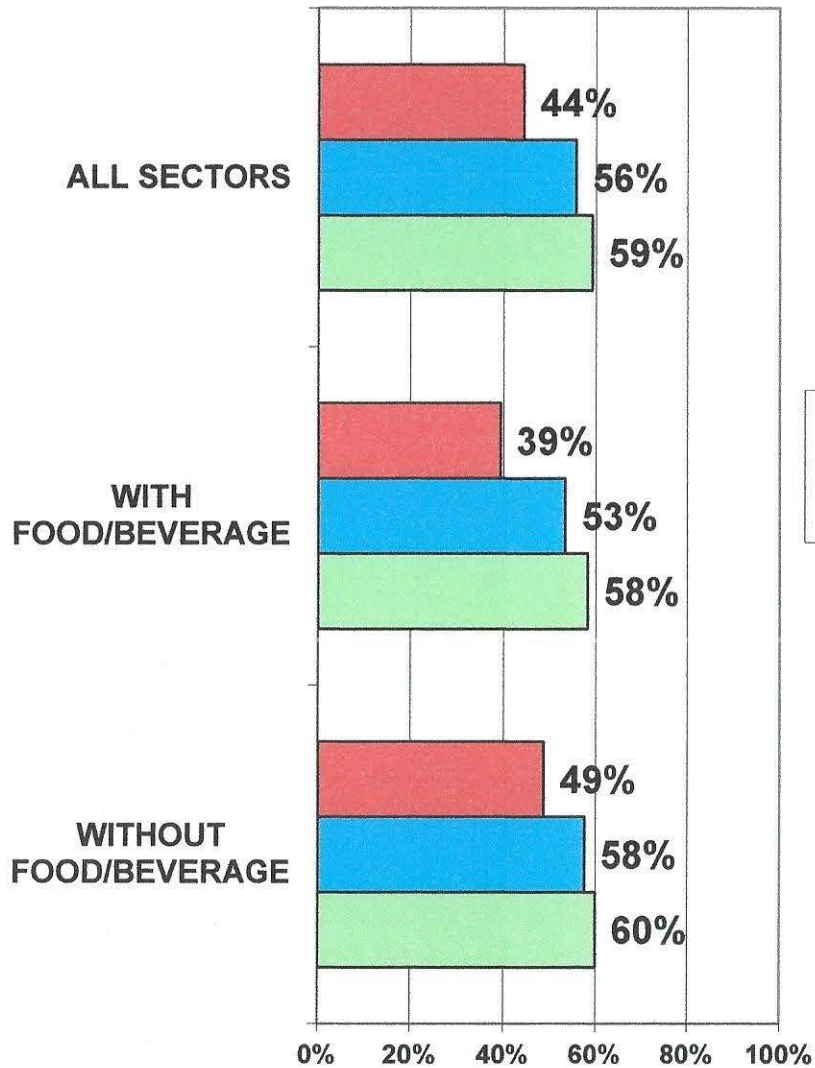
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - OCTOBER 2018 - 2020



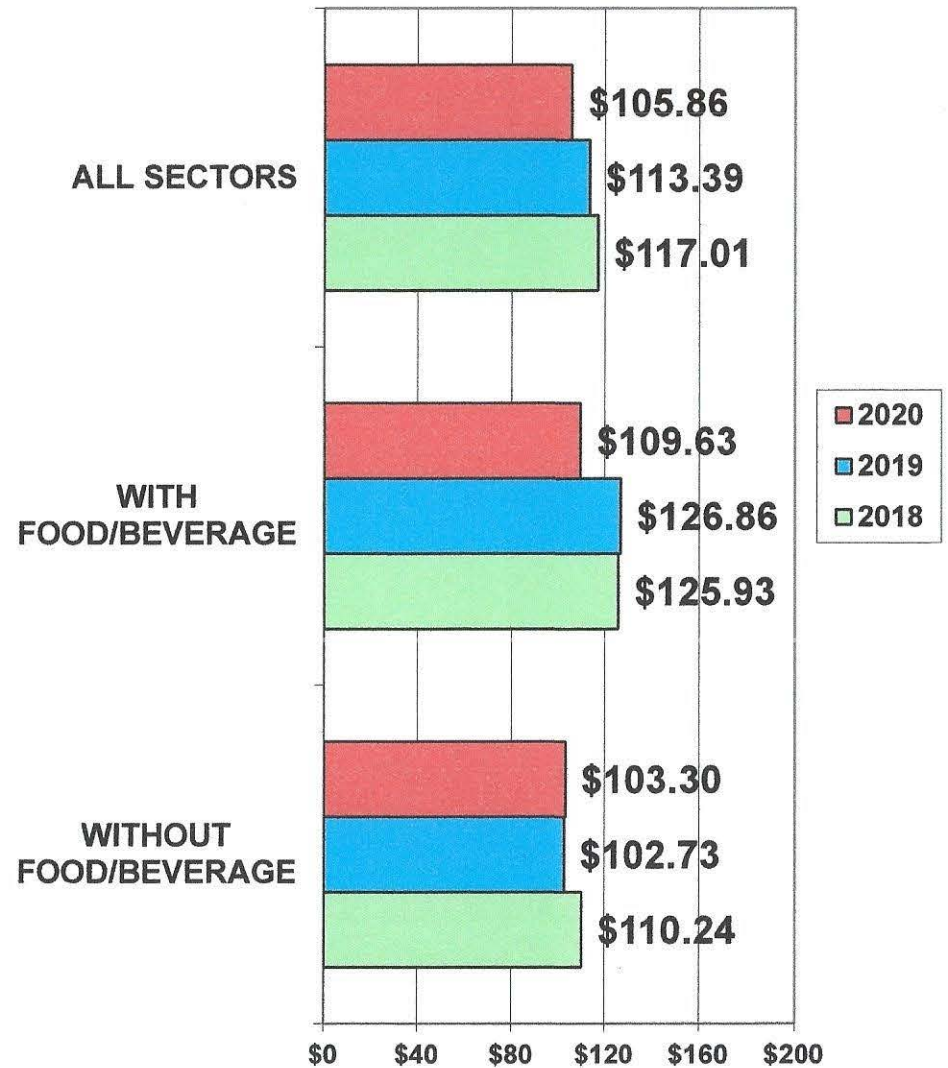
**VOLUSIA REV PAR
BY MEETING & CONVENTION
FACILITIES - OCTOBER 2018 - 2020**



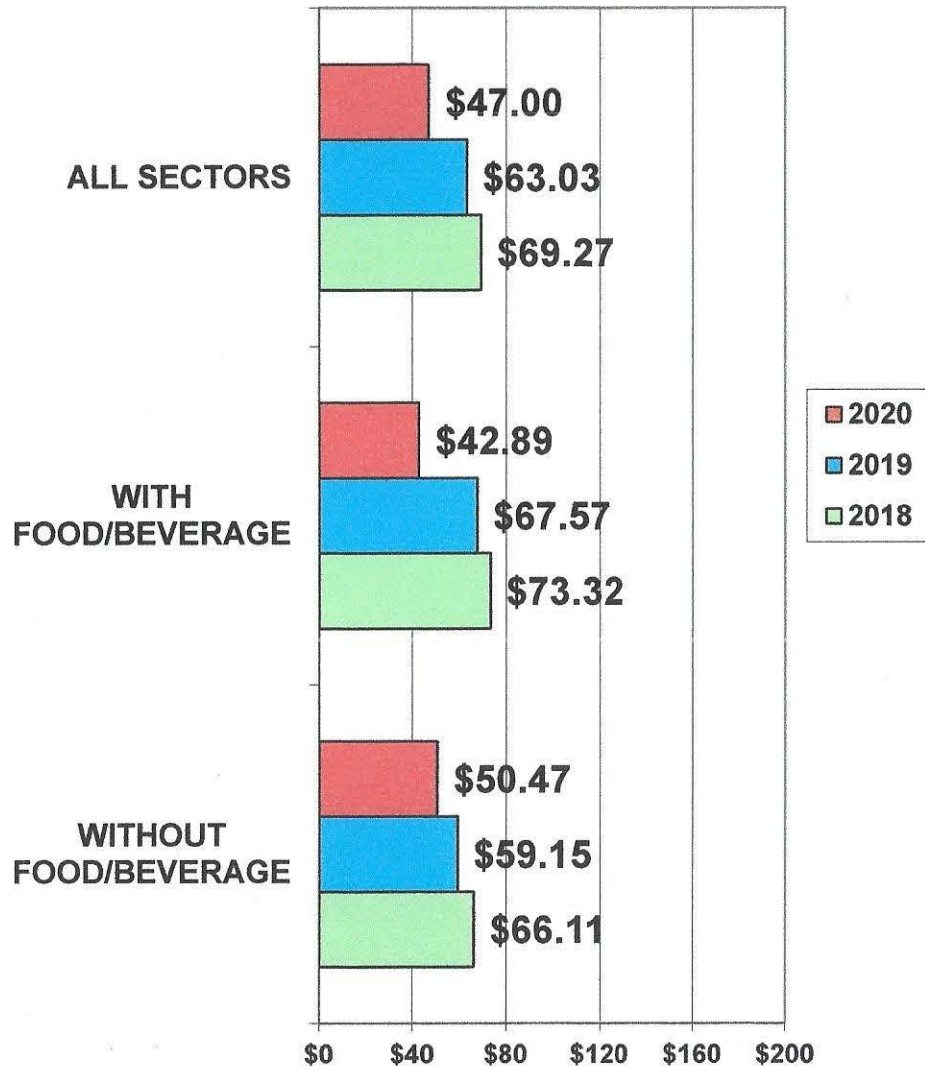
VOLUSIA OCCUPANCY BY FOOD/BEVERAGE - OCTOBER 2018 - 2020



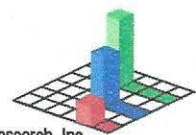
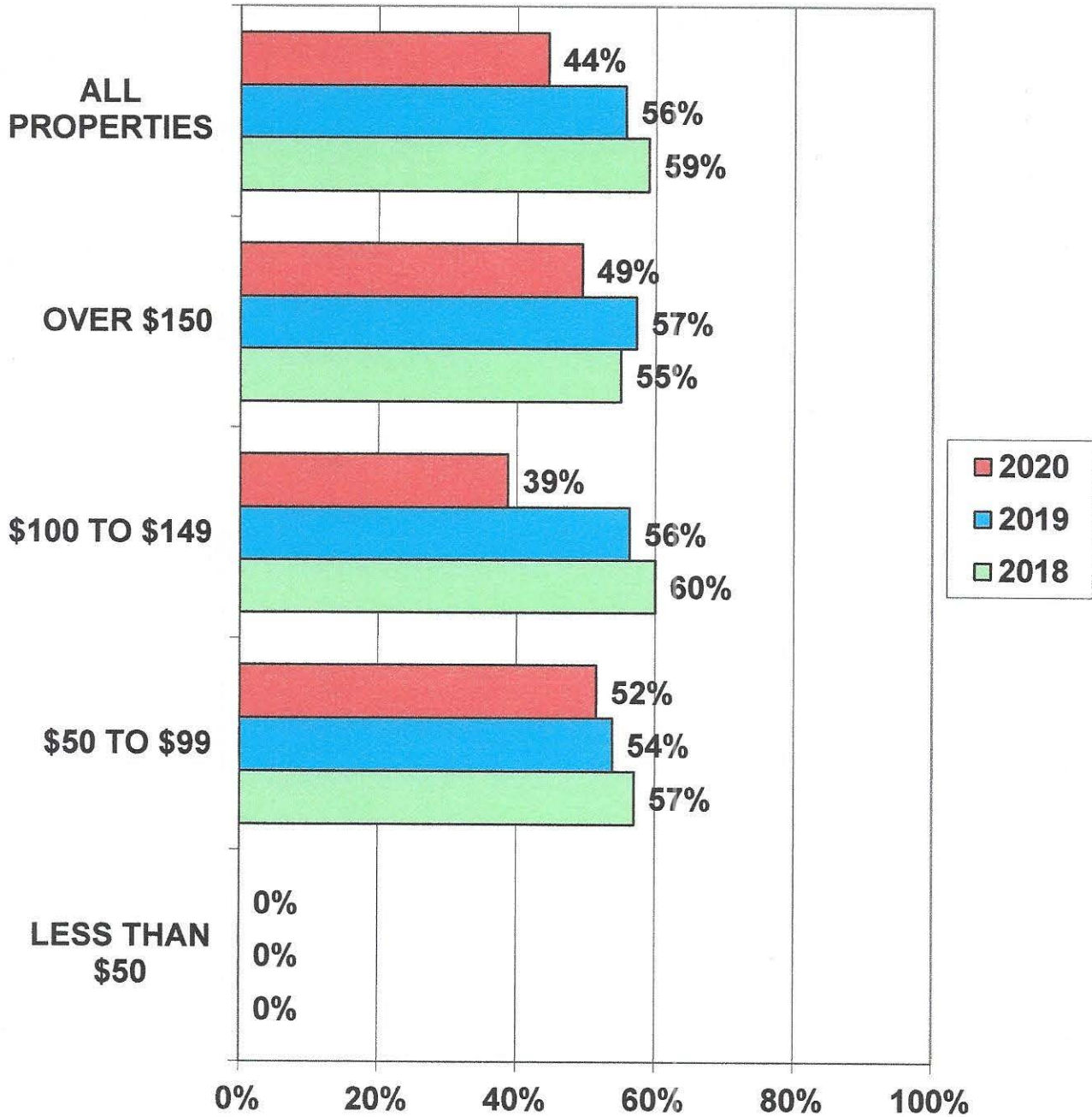
VOLUSIA AVERAGE DAILY RATE BY FOOD/BEVERAGE - OCTOBER 2018 - 2020



VOLUSIA REV PAR BY FOOD/BEVERAGE OCTOBER 2018 - 2020

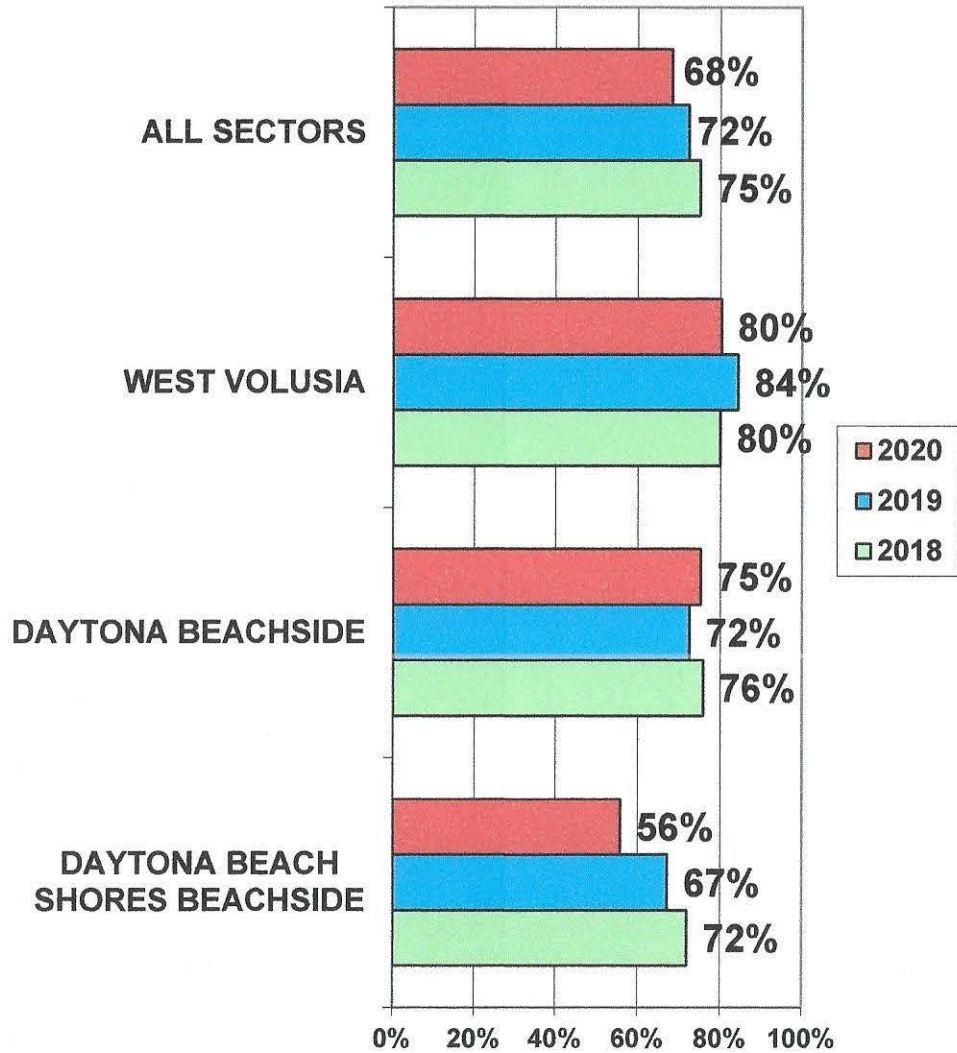


VOLUSIA HOTEL/MOTEL OCCUPANCY BY PRICE RANGE - OCTOBER 2018 - 2020

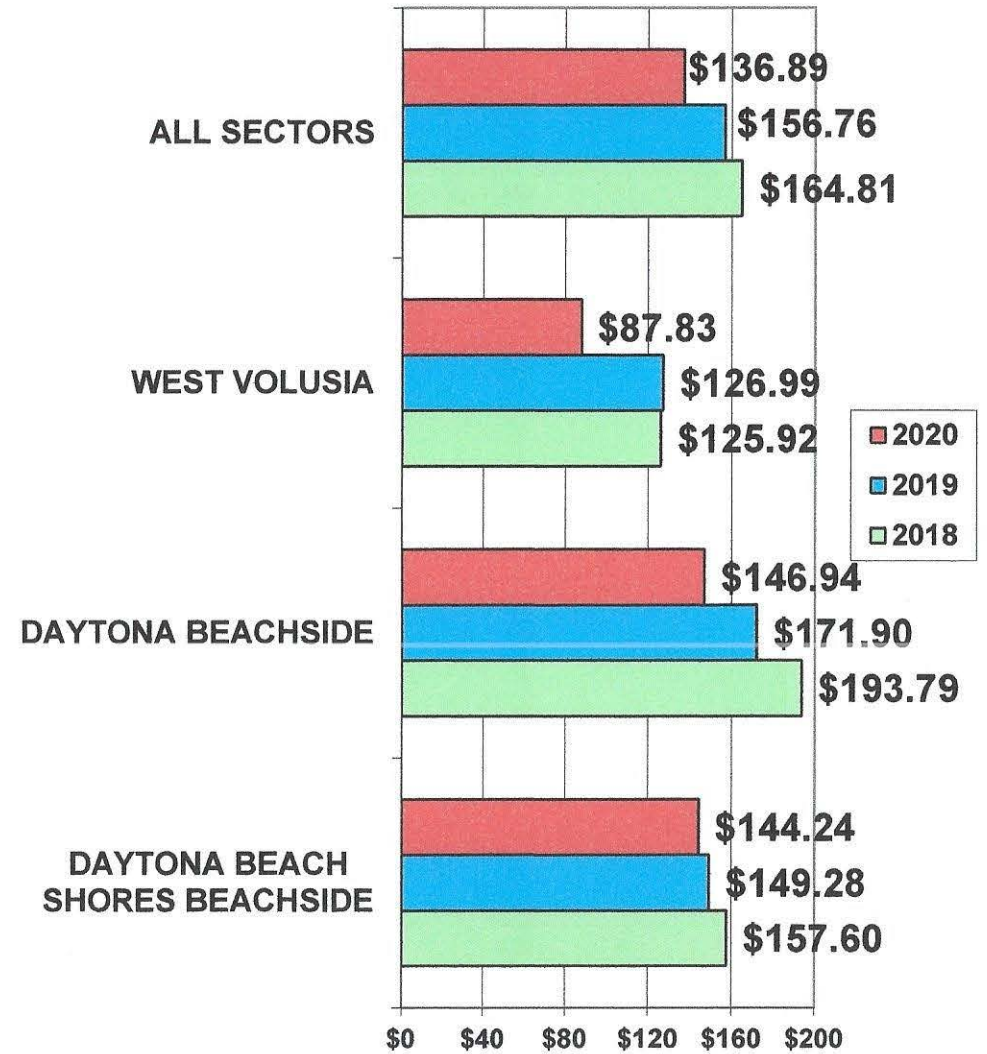


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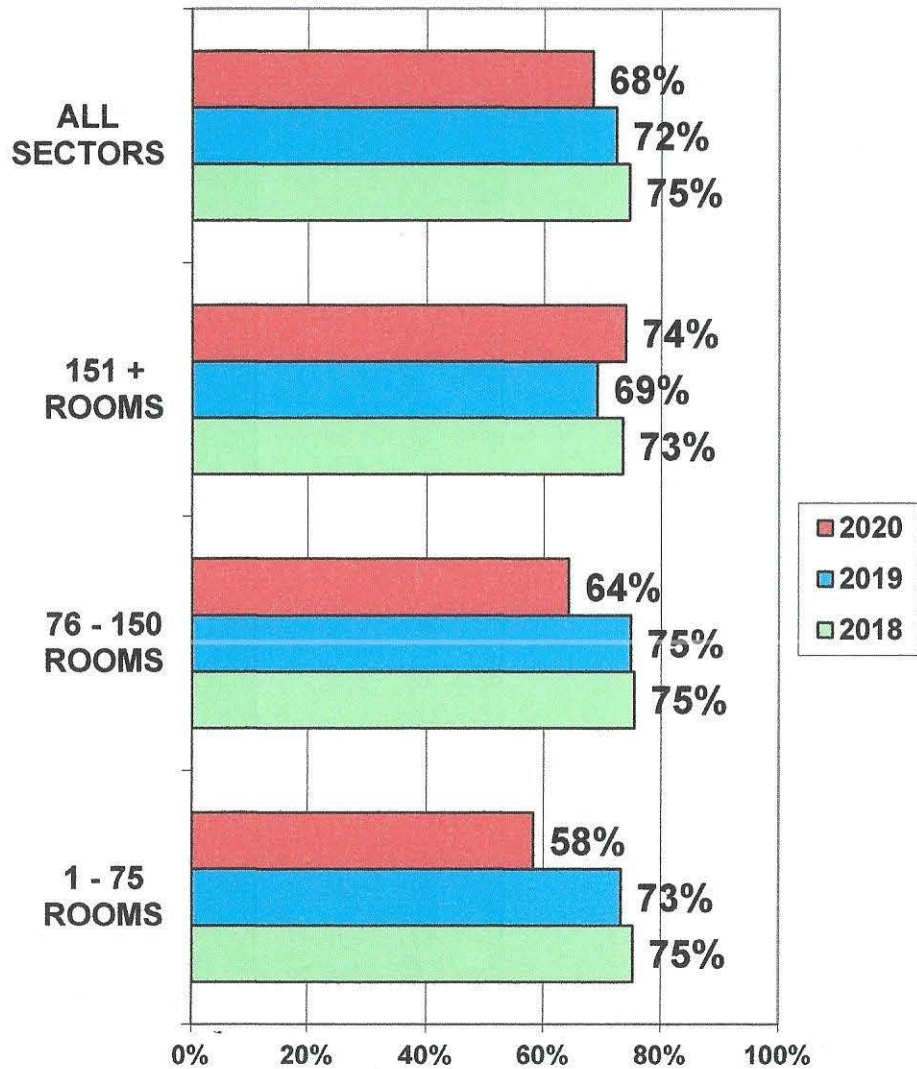
VOLUSIA OCCUPANCY BY AREA SECTORS - BIKETOBERFEST 2018 - 2020



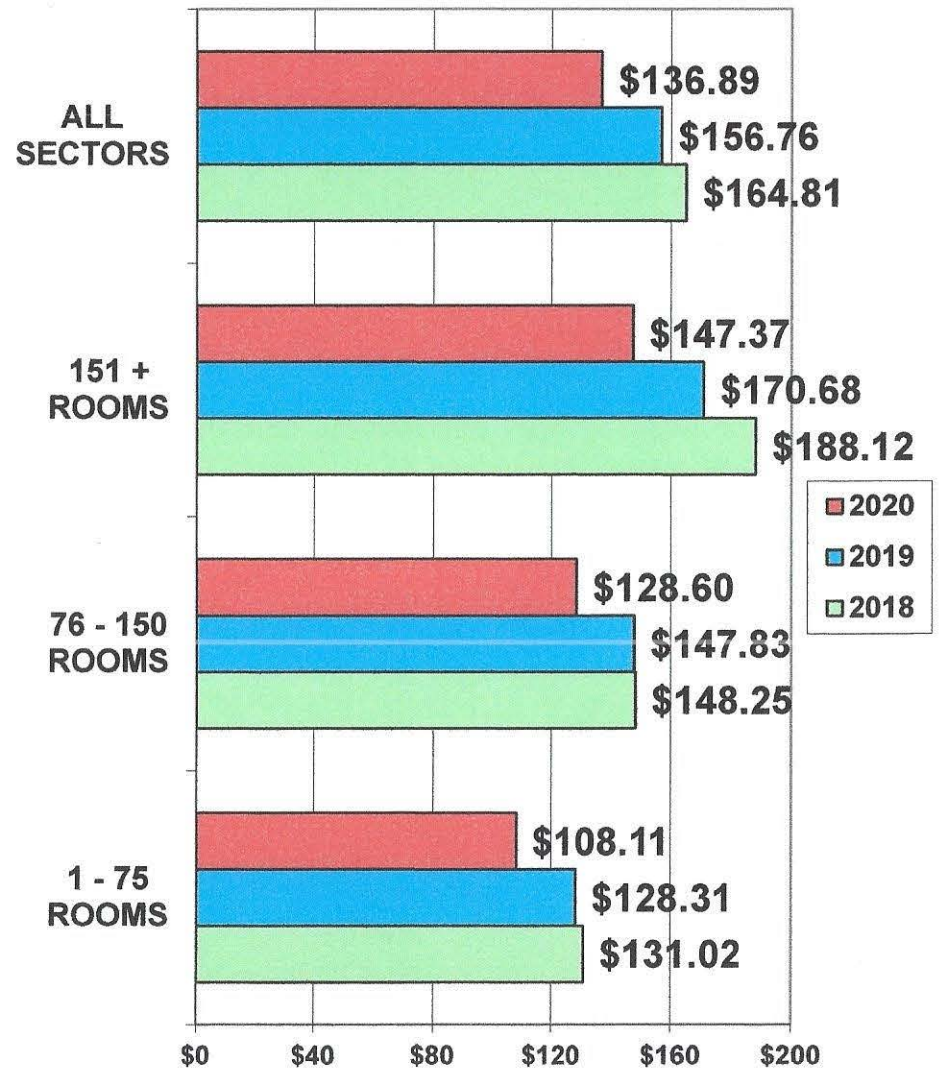
VOLUSIA OCCUPANCY BY AREA SECTORS - BIKETOBERFEST 2018 - 2020



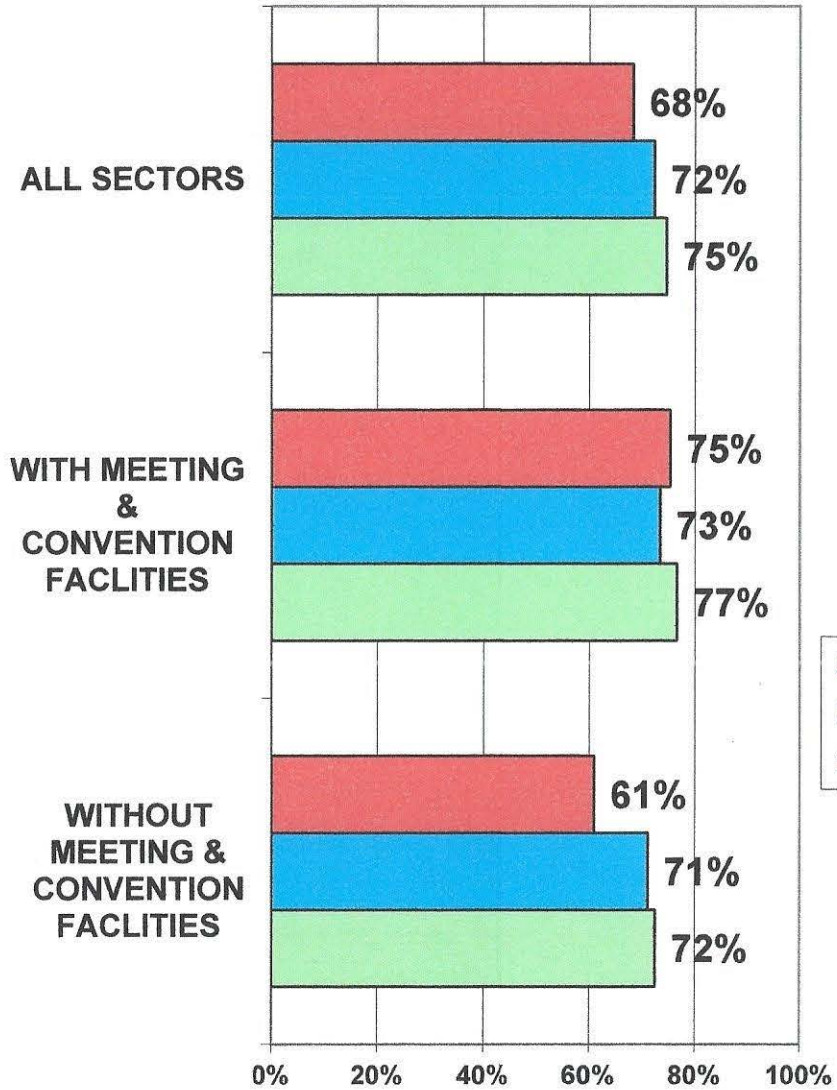
**VOLUSIA OCCUPANCY BY
PROPERTY SIZE -
BIKETOBERFEST 2018 - 2020**



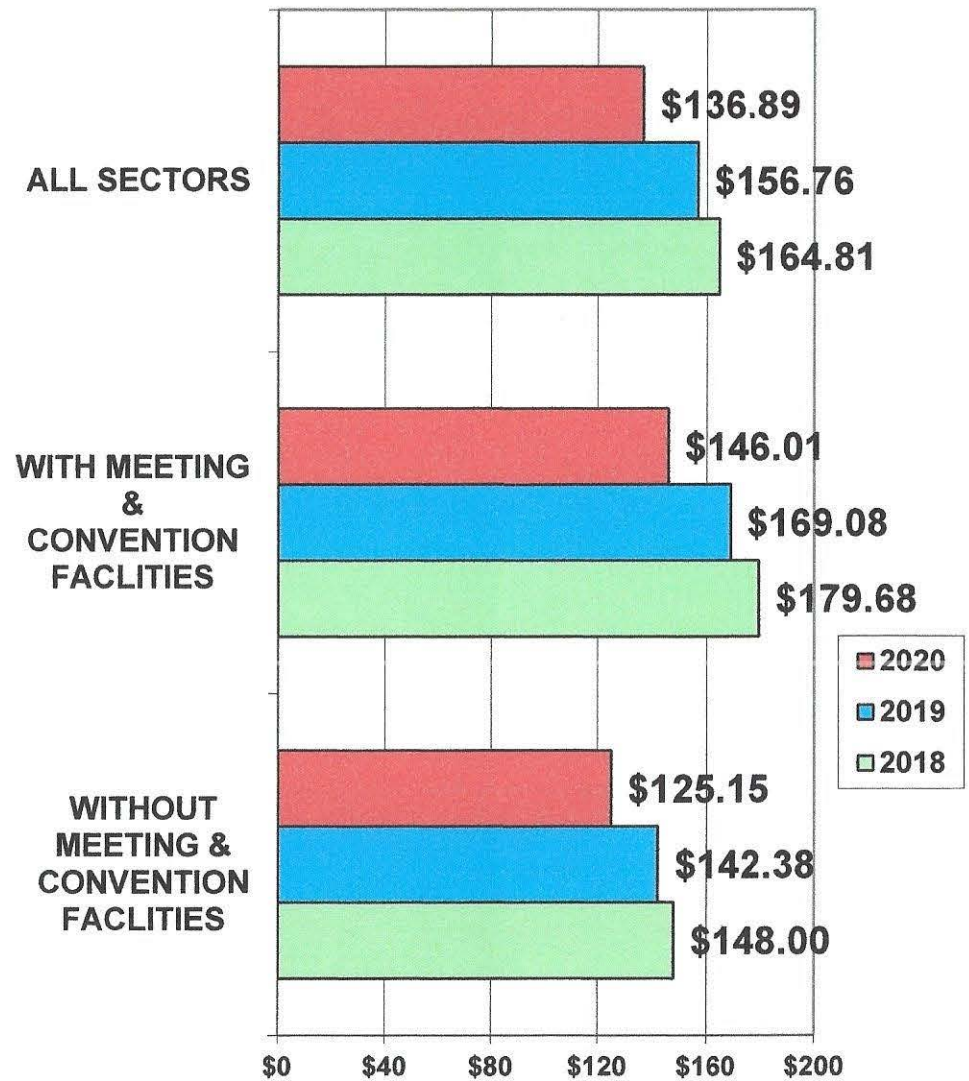
**VOLUSIA AVERAGE DAILY RATE BY
PROPERTY SIZE -
BIKETOBERFEST 2018 - 2020**



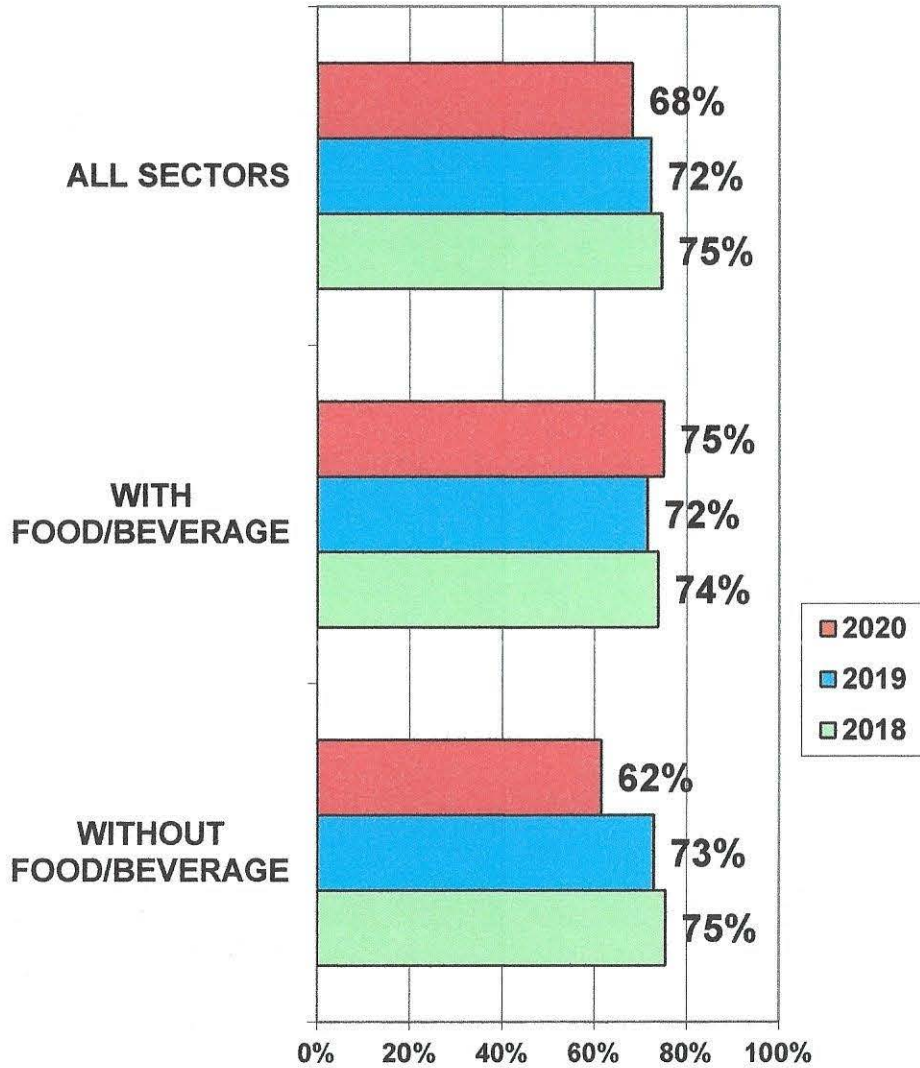
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - BIKETOBERFEST 2018 - 2020



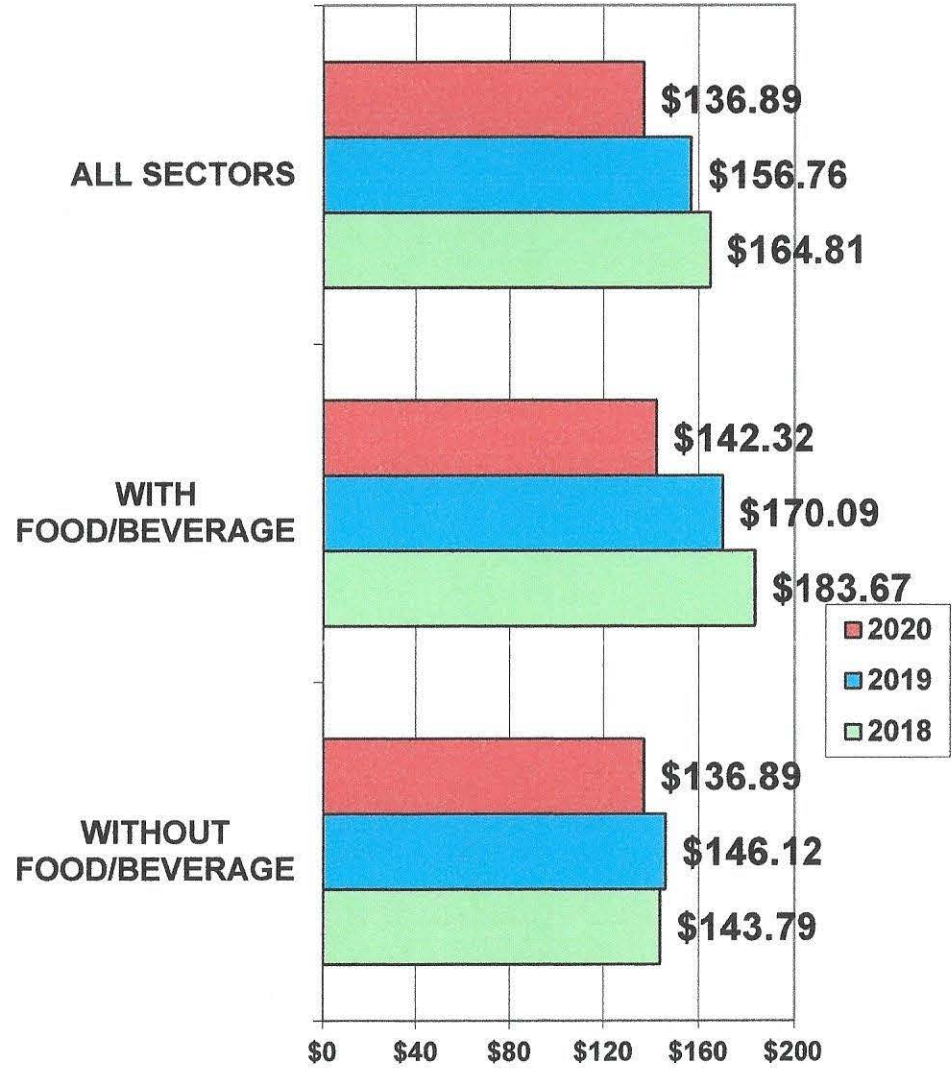
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - BIKETOBERFEST 2018 - 2020



VOLUSIA OCCUPANCY BY FOOD/BEVERAGE - BIKETOBERFEST 2018 - 2020



VOLUSIA AVERAGE DAILY RATE BY FOOD/BEVERAGE BIKETOBERFEST 2018 - 2020



**PARTICIPATING PROPERTIES
BY AREA SECTOR**

MONTHS REPORTING 2020

DAYTONA BEACH SHORES BEACHSIDE

| | <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> |
|---|------------|------------|------------|------------|------------|------------|-------------|-------------|------------|-------------|------------|------------|------------|
| 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 | |
| EL CARIBE RESORT & CONF. CENTER | 112 | X | X | X | X | X | X | X | X | X | X | | |
| HAMPTON DAYTONA SHORES OCEANFRONT | 111 | X | X | X | CL | X | X | X | X | X | X | | |
| HOLIDAY INN EXPRESS AND SUITES OCEANFRONT | 100 | X | | X | CL | X | X | X | X | X | X | | |
| HYATT PLACE | 143 | X | | X | X | X | X | X | X | X | | | |
| OCEAN COURT MOTEL | 33 | X | X | X | X | X | X | X | X | X | | | |
| OCEANSIDE INN | 191 | 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 | | |
| 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 PLUS DAYTONA INN SEABREEZE | 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 | |
| HARD ROCK HOTEL | 200 | X | X | X | 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 DAYTONA BEACH 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 | CL | X | X | X | X | X | X | | |
| OCEAN BREEZE CLUB HOTEL | 206 | X | | X | CL | X | X | X | X | X | | | |
| PLAZA RESORT & SPA | 322 | X | X | X | | X | X | X | X | X | X | | |
| SILVER BEACH CLUB | 74 | | X | X | CL | X | X | X | X | | | | |
| WYNDHAM OCEAN WALK | 127 | | X | | | | | | | | | | |



**PARTICIPATING PROPERTIES
BY AREA SECTOR**

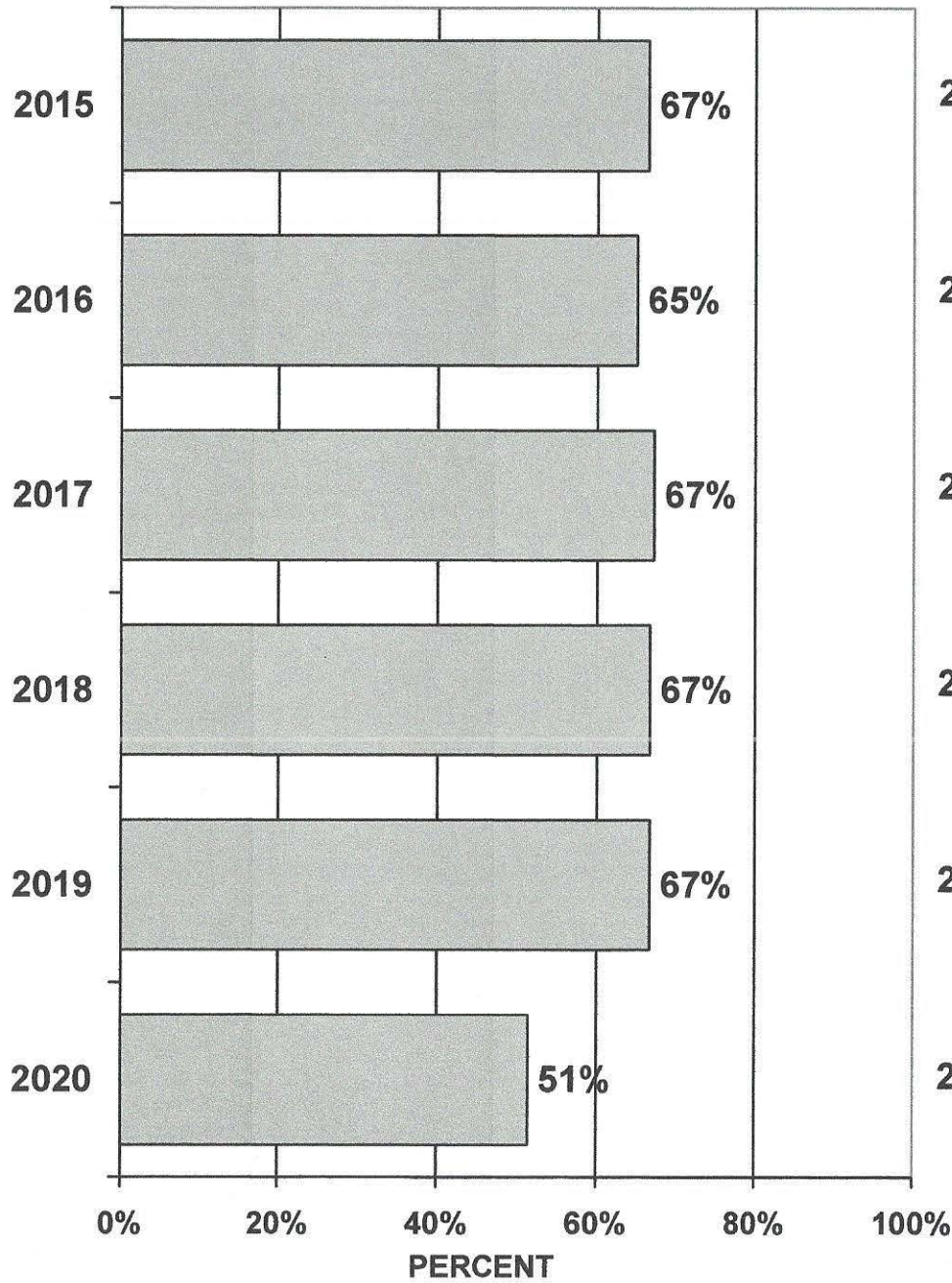
MONTHS REPORTING 2020

| | <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 | | |
| CHATEAU MAR BEACH RESORT | 51 | | X | X | | X | X | X | X | X | X | | |
| CORAL SANDS OCEAN FRONT | 102 | 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 | | |
| *COUNTRY INN & SUITES PORT ORANGE | 87 | X | X | X | CL | 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 | X | X | X | X | X | X | X | X | X | | |
| SLEEP INN | 82 | X | X | | | | | | | | | | |
| AIRPORT/SPEEDWAY DISTRICT | | | | | | | | | | | | | |
| DAYTONA BEACH COURTYARD | 122 | X | X | X | X | X | X | X | X | | | X | |
| DAYTONA BEACH RESIDENCE INN | 122 | 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 | CL | X | X | X | X | X | X | | |
| HOMEWOOD 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 | CL | X | X | X | X | | | | |
| COMFORT INN DELAND | 68 | X | X | X | X | X | X | X | X | X | X | | |
| COURTYARD DELAND | 104 | X | | X | | X | X | X | X | X | X | | |
| DAYS INN ORANGE CITY | 37 | 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 | CL | X | X | X | X | X | X | | |
| SE VOLUSIA | | | | | | | | | | | | | |
| COASTAL WATERS INN | 40 | | | | CL | | | | | | | | |
| *COUNTRY INN & SUITES PORT ORANGE | 87 | X | X | X | CL | X | X | X | X | X | X | | |
| HAMPTON INN | 122 | 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 | | |
| SPRINGHILL SUITES | 114 | X | X | X | X | X | X | X | X | | | X | |

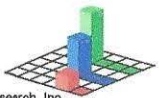
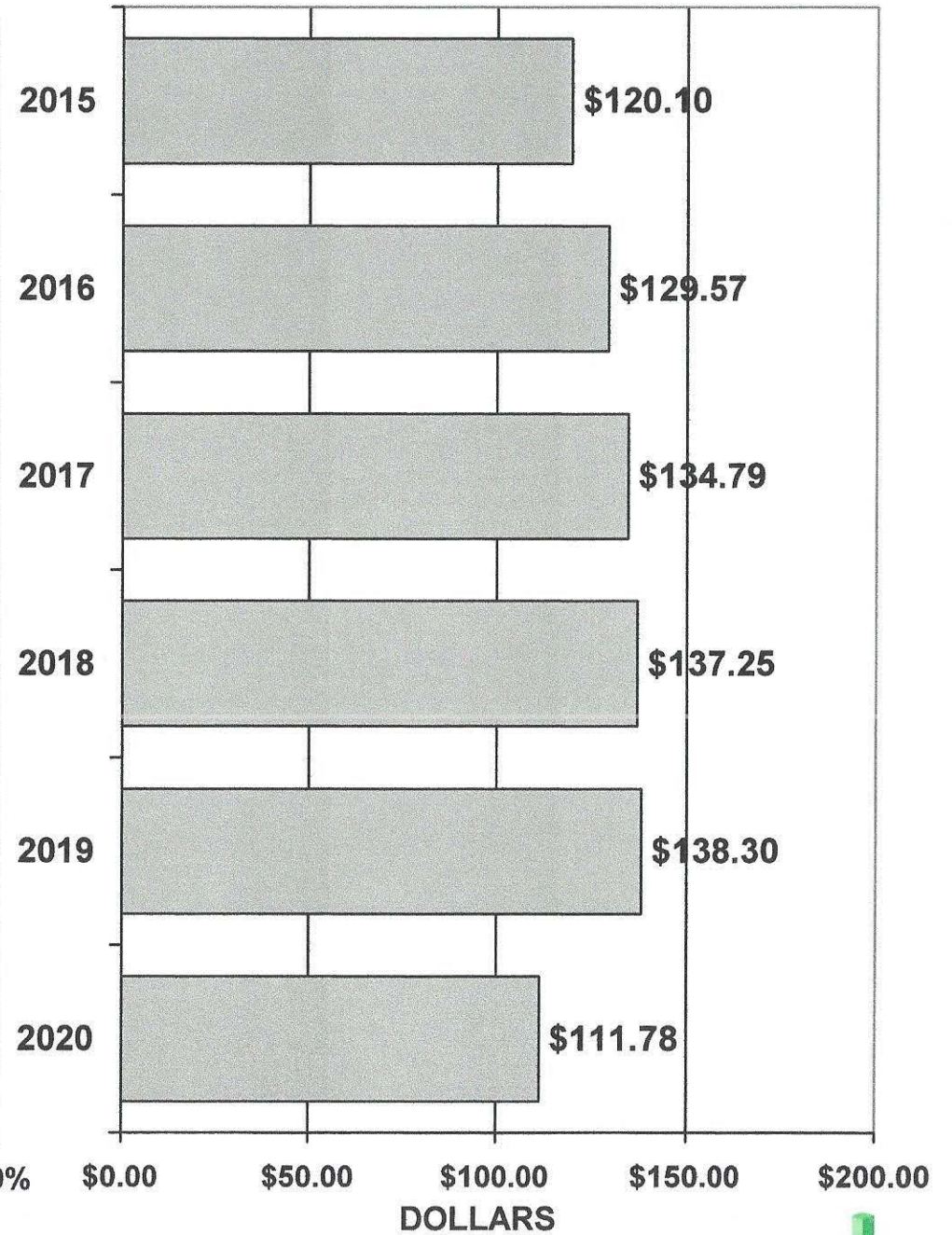
*Country Inn & Suites is listed in Area Sectors Highway I-95 Intersections and SE Volusia
CL - Closed for the month



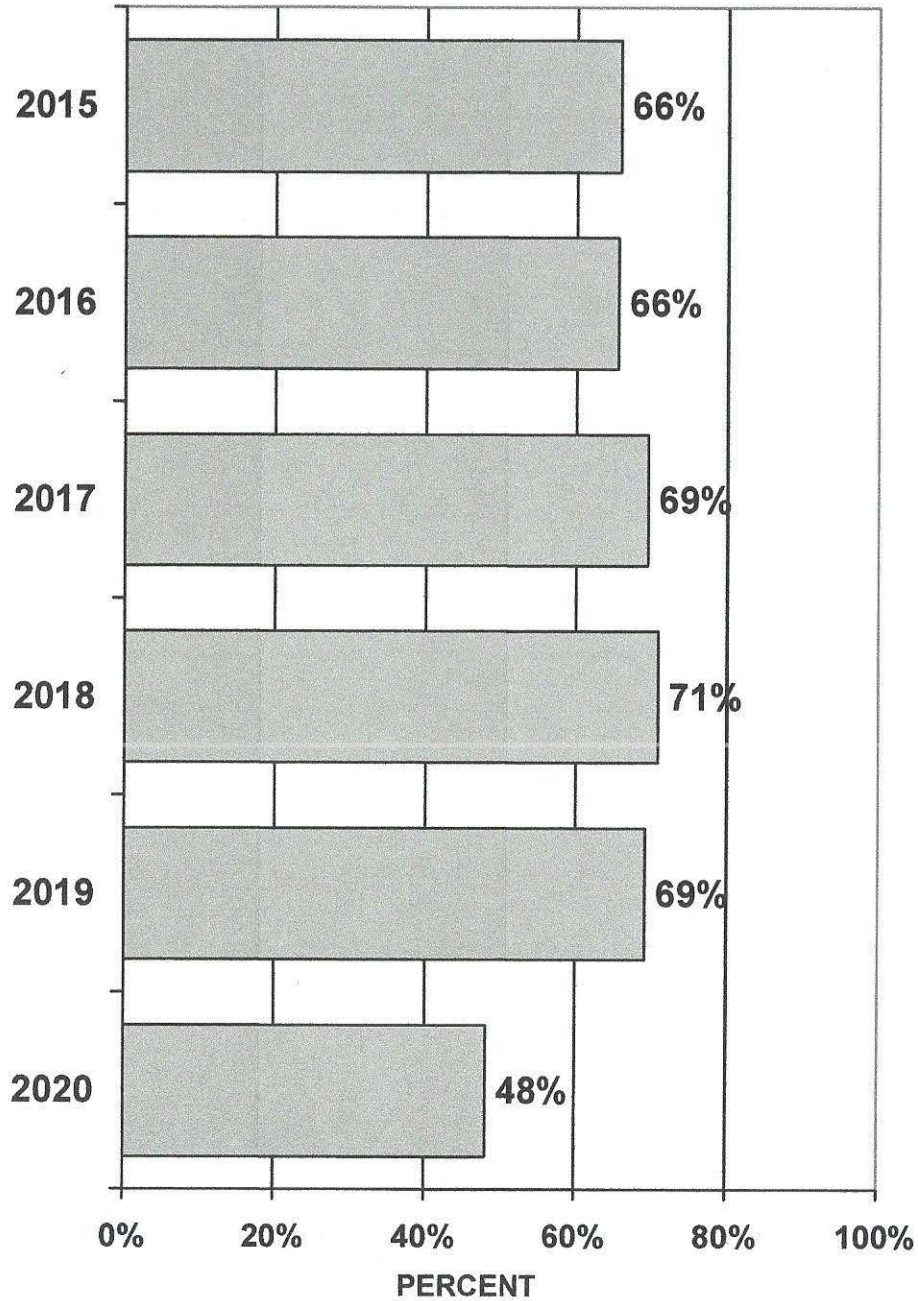
**DAYTONA BEACH SHORES
OCCUPANCY YEAR TO DATE
OCTOBER 2015 - 2020**



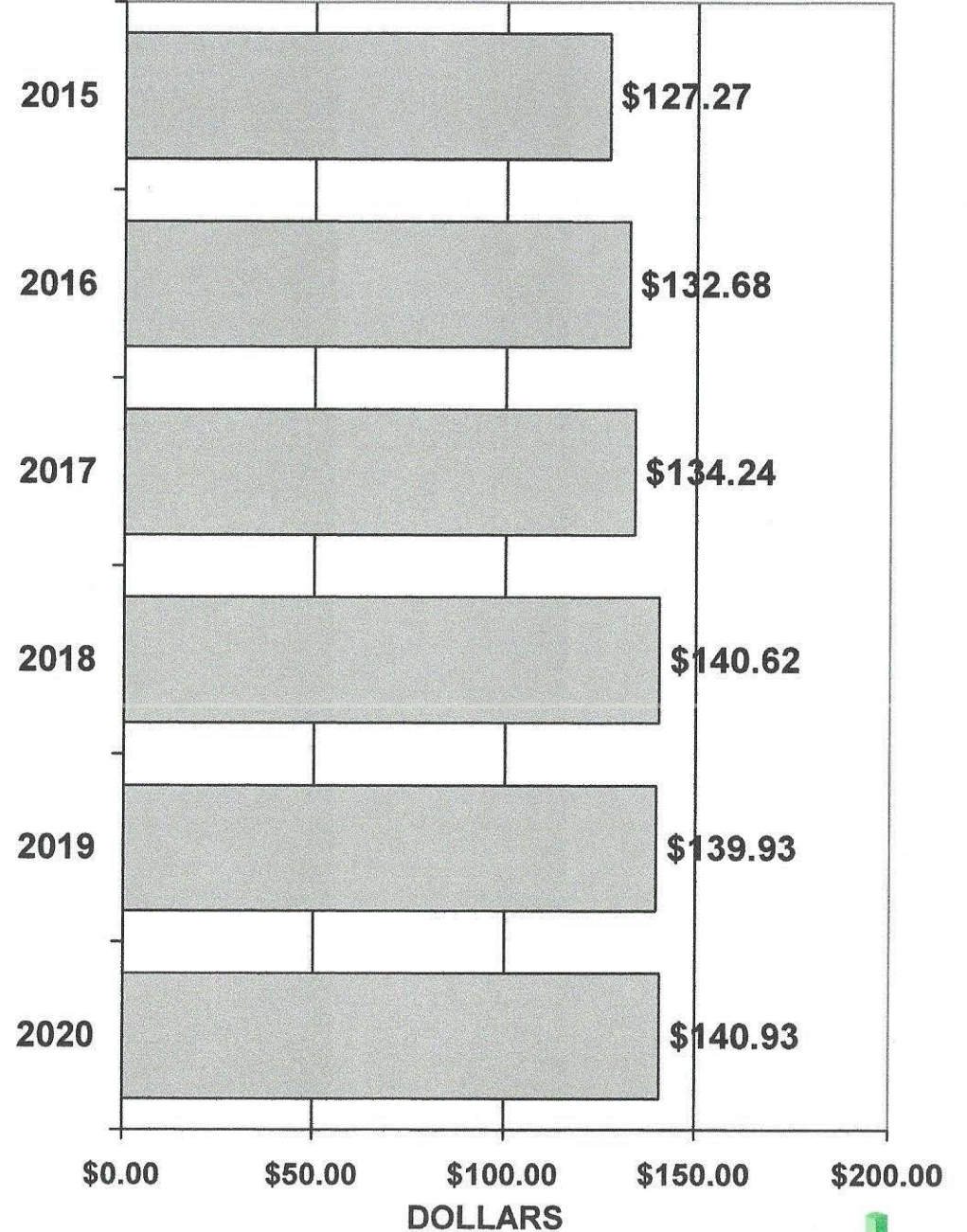
**DAYTONA BEACH SHORES
AVERAGE DAILY RATE YEAR TO DATE
OCTOBER 2015 - 2020**



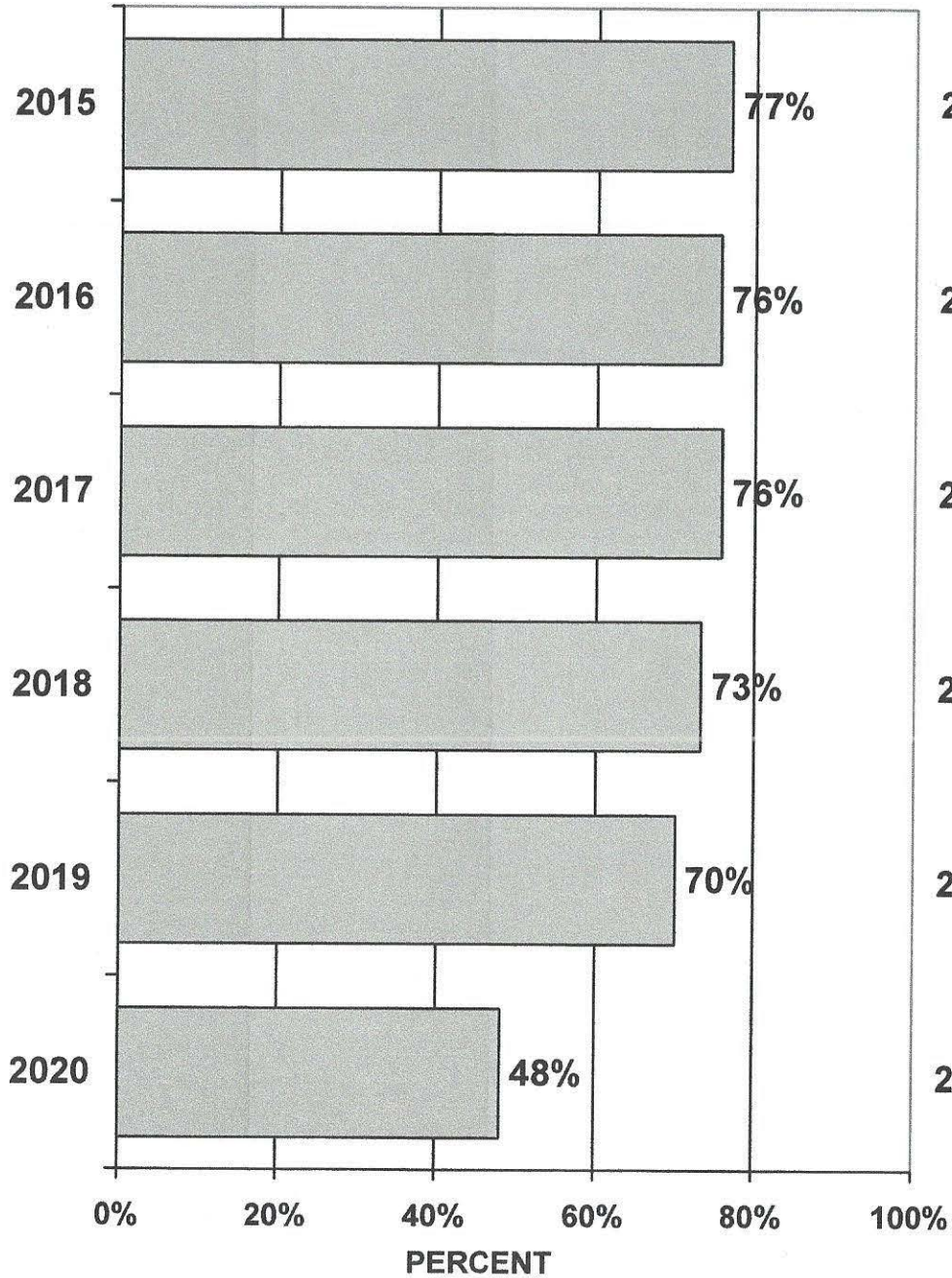
**BEACHSIDE DAYTONA BEACH
OCCUPANCY YEAR TO DATE
OCTOBER 2015 - 2020**



**BEACHSIDE DAYTONA BEACH
AVERAGE DAILY RATE YEAR TO DATE
OCTOBER 2015 - 2020**



**AIRPORT/SPEEDWAY
OCCUPANCY YEAR TO DATE
OCTOBER 2015 - 2020**



**AIRPORT/SPEEDWAY
AVERAGE DAILY RATE YEAR TO DATE
OCTOBER 2015 - 2020**

