

# Memo

**To:** HAAA  
**From:** Evelyn Fine  
**Date:** October 24, 2017  
**Subject:** September 2017 Occupancy & Average Daily Rate Report

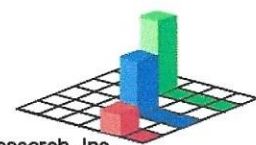
Overall Daytona Beach Area Occupancy increased about 5%, to 56% in September 2017 from 54% in September 2016.

The Daytona Beach Area Average Daily Rate increased 14%, to \$106.22 in September 2017 from \$93.37 in September 2016.

Labor Day had a positive impact on the beginning of the month.

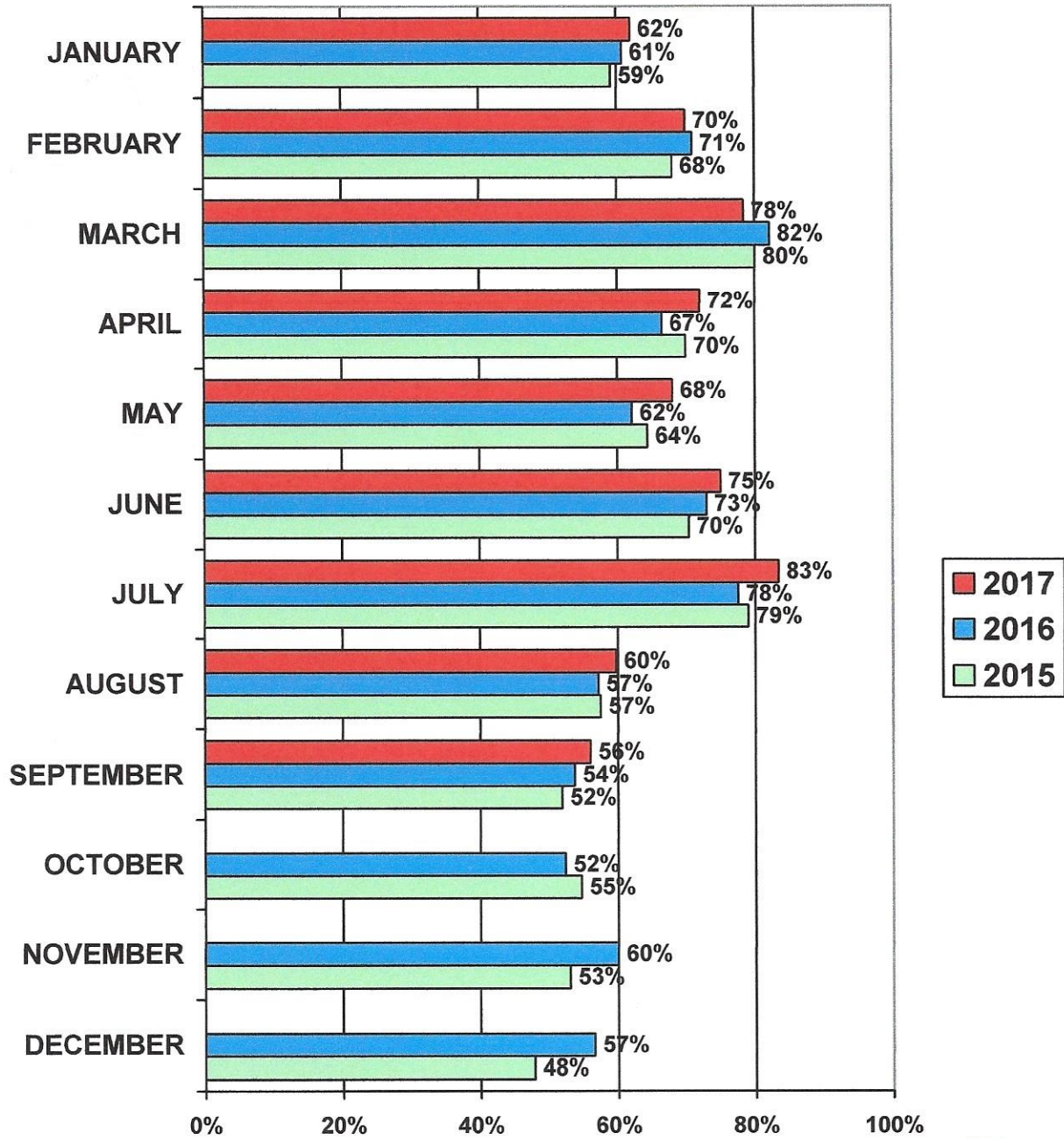
Immediately after Labor Day weekend we developed dangerous weather. Many hotels were partially closed or completely closed due to damage from Hurricane Irma and power outages as a result.

EF/LK



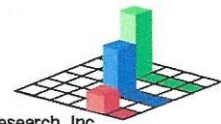
	2016												2017												Year To Date		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	September	2015	2016	2017			
<b>Occupancy (%)</b>																											
This Year	61%	71%	82%	67%	62%	73%	78%	57%	54%	60%	57%	62%	70%	78%	72%	68%	75%	83%	60%	56%	67%	67%	70%				
Last Year	59%	68%	80%	70%	64%	70%	79%	52%	54%	53%	48%	61%	71%	82%	67%	62%	73%	78%	57%	54%	68%	67%	67%				
Percent Change	3%	4%	3%	5%	-4%	4%	0%	4%	-4%	13%	18%	2%	-1%	-5%	8%	9%	3%	8%	5%	5%	-1%	0%	4%				
<b>ADR</b>																											
This Year	\$109.44	\$148.73	\$148.81	\$116.23	\$115.81	\$121.90	\$146.68	\$106.48	\$93.37	\$112.88	\$105.55	\$116.51	\$163.51	\$156.46	\$123.82	\$119.04	\$128.45	\$139.42	\$110.37	\$106.22	\$117.47	\$125.44	\$130.81				
Last Year	\$101.13	\$147.07	\$143.85	\$117.30	\$107.88	\$111.55	\$131.98	\$101.89	\$82.93	\$103.80	\$88.76	\$109.44	\$148.73	\$148.81	\$116.23	\$115.81	\$111.55	\$146.68	\$106.48	\$93.37	\$114.14	\$117.47	\$125.44				
Percent Change	8%	0%	3%	-1%	8%	9%	11%	5%	0%	9%	19%	6%	10%	5%	7%	3%	5%	-8%	4%	4%	3%	7%	4%				
<b>RevPAR</b>																											
This Year	\$66.52	\$104.77	\$122.29	\$77.30	\$71.98	\$88.93	\$113.68	\$60.86	\$50.18	\$62.12	\$59.67	\$72.19	\$114.44	\$122.67	\$89.17	\$72.52	\$96.44	\$116.28	\$65.95	\$59.83	\$79.34	\$84.40	\$89.82				
Last Year	\$59.82	\$100.18	\$114.52	\$91.94	\$68.89	\$78.55	\$103.06	\$57.72	\$48.21	\$51.22	\$42.04	\$66.52	\$104.77	\$122.29	\$77.30	\$71.98	\$78.55	\$113.68	\$60.86	\$59.14	\$78.46	\$79.34	\$84.40				
Percent Change	11%	4%	7%	-8%	4%	13%	10%	5%	4%	21%	42%	8%	9%	0%	15%	1%	8%	2%	8%	8%	1%	6%	6%				
<b>Supply</b>																											
This Year	163,214	154,009	172,285	166,700	172,276	165,772	155,015	159,773	151,416	134,033	125,375	137,718	138,610	151,075	147,446	171,349	162,986	168,781	167,216	140,950	1,502,206	1,460,460	1,345,809				
Last Year	167,706	155,707	170,481	167,687	170,041	167,883	173,872	169,784	159,045	172,169	146,622	167,706	155,707	170,481	167,687	172,276	165,772	155,015	159,773	151,416	1,295,094	1,502,206	1,460,460				
Percent Change	-3%	-4%	1%	-1%	1%	-1%	-11%	-8%	-5%	-22%	-25%	-18%	-11%	-11%	-12%	-1%	-2%	9%	5%	-7%	16%	-3%	-8%				

# DAYTONA BEACH HOTEL/MOTEL OCCUPANCY 2015 - 2017



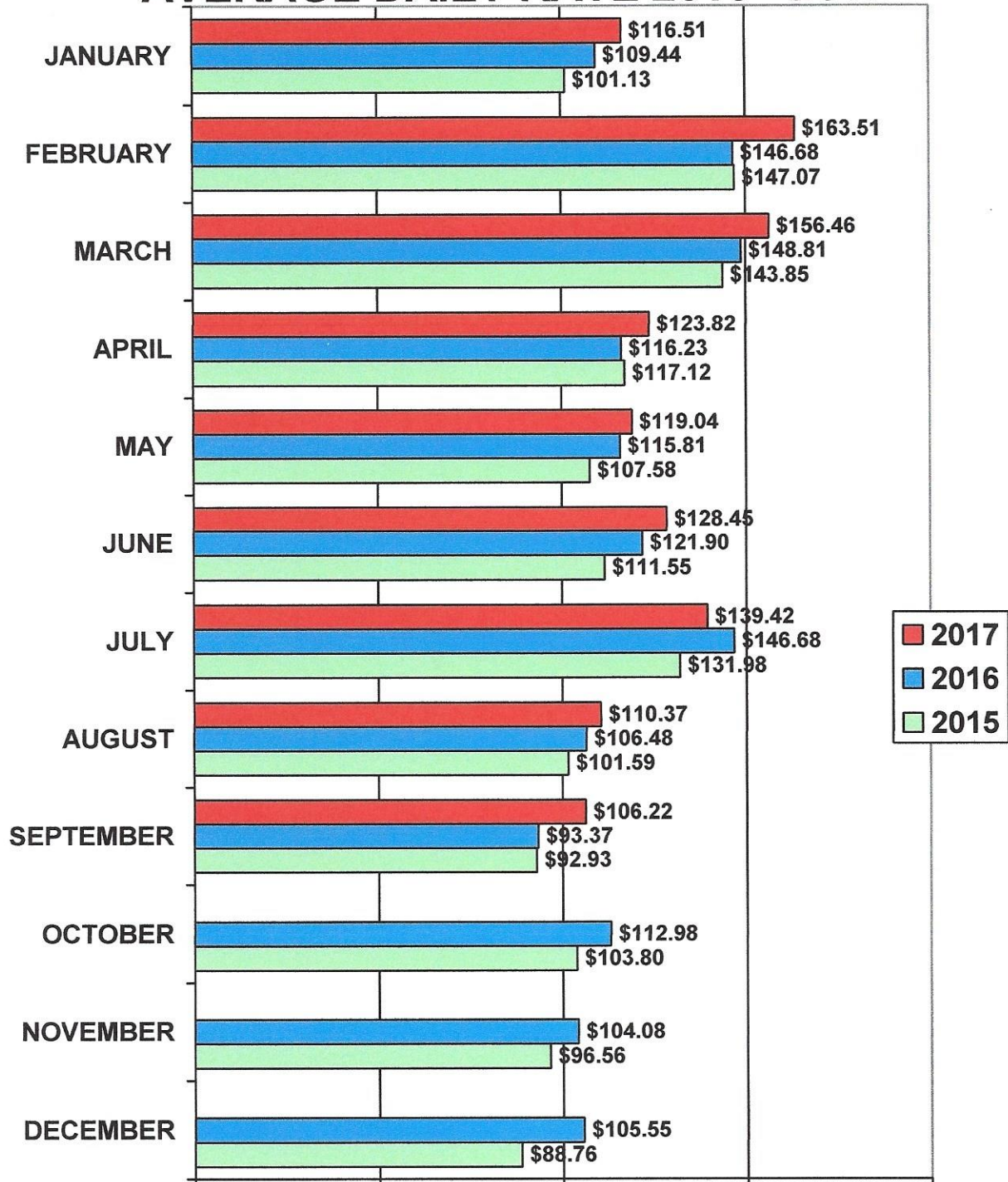
**2017 YTD AVG. 70%**    **SEPTEMBER 2017 HIGH 87%**  
**2016 YTD AVG. 67%**    **SEPTEMBER 2017 LOW 2%**  
**2015 YTD AVG. 67%**

Mid-Florida Marketing & Research, Inc.





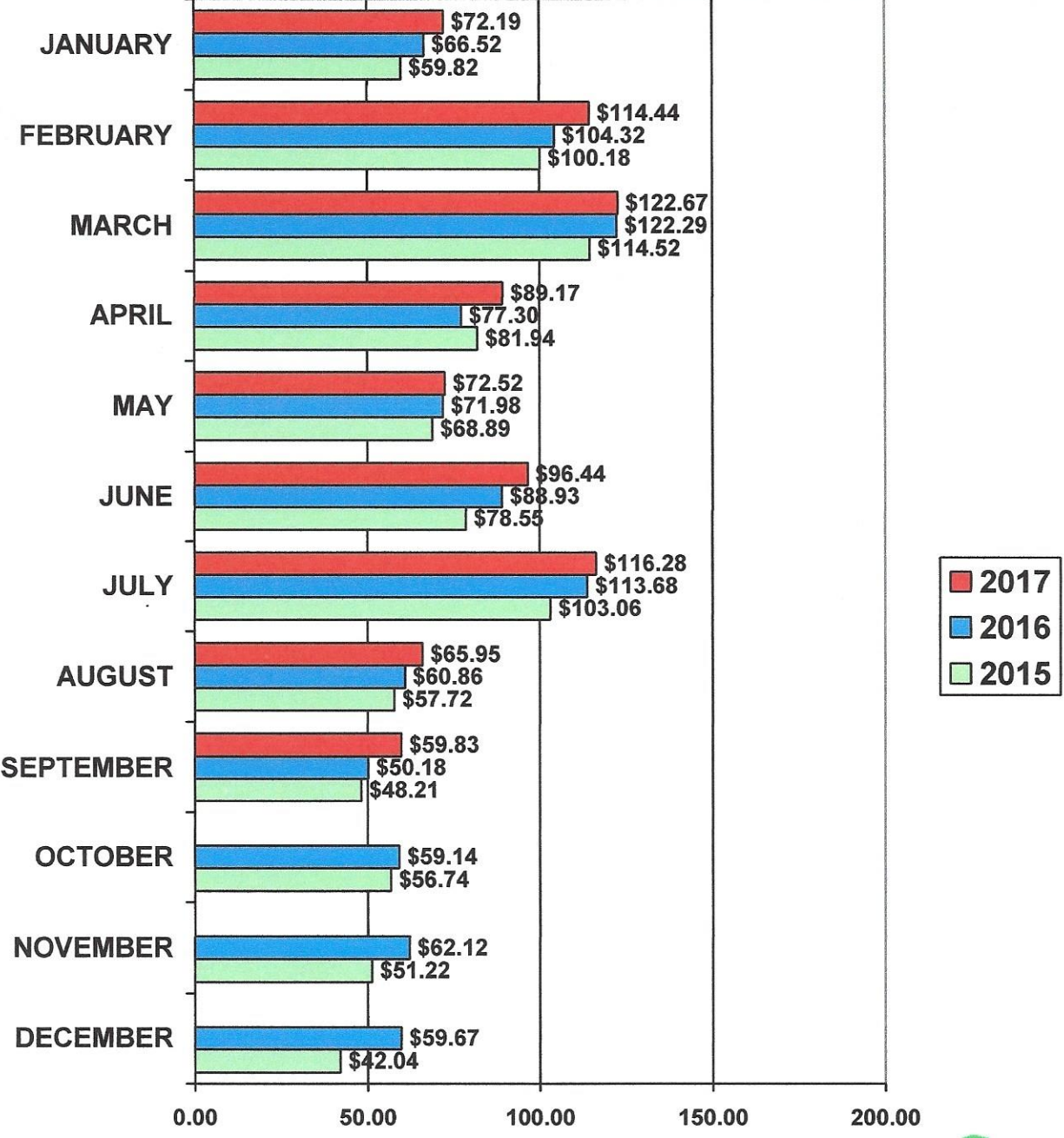
# DAYTONA BEACH HOTEL/MOTEL AVERAGE DAILY RATE 2015 - 2017



**2017 YTD AVG. \$130.81    SEPT 2017 HIGH \$225.67**  
**2016 YTD AVG. \$125.44    SEPT 2017 LOW \$ 41.35**  
**2015 YTD AVG. \$117.47**



# DAYTONA BEACH HOTEL/MOTEL REV PAR BY MONTH 2015 - 2017

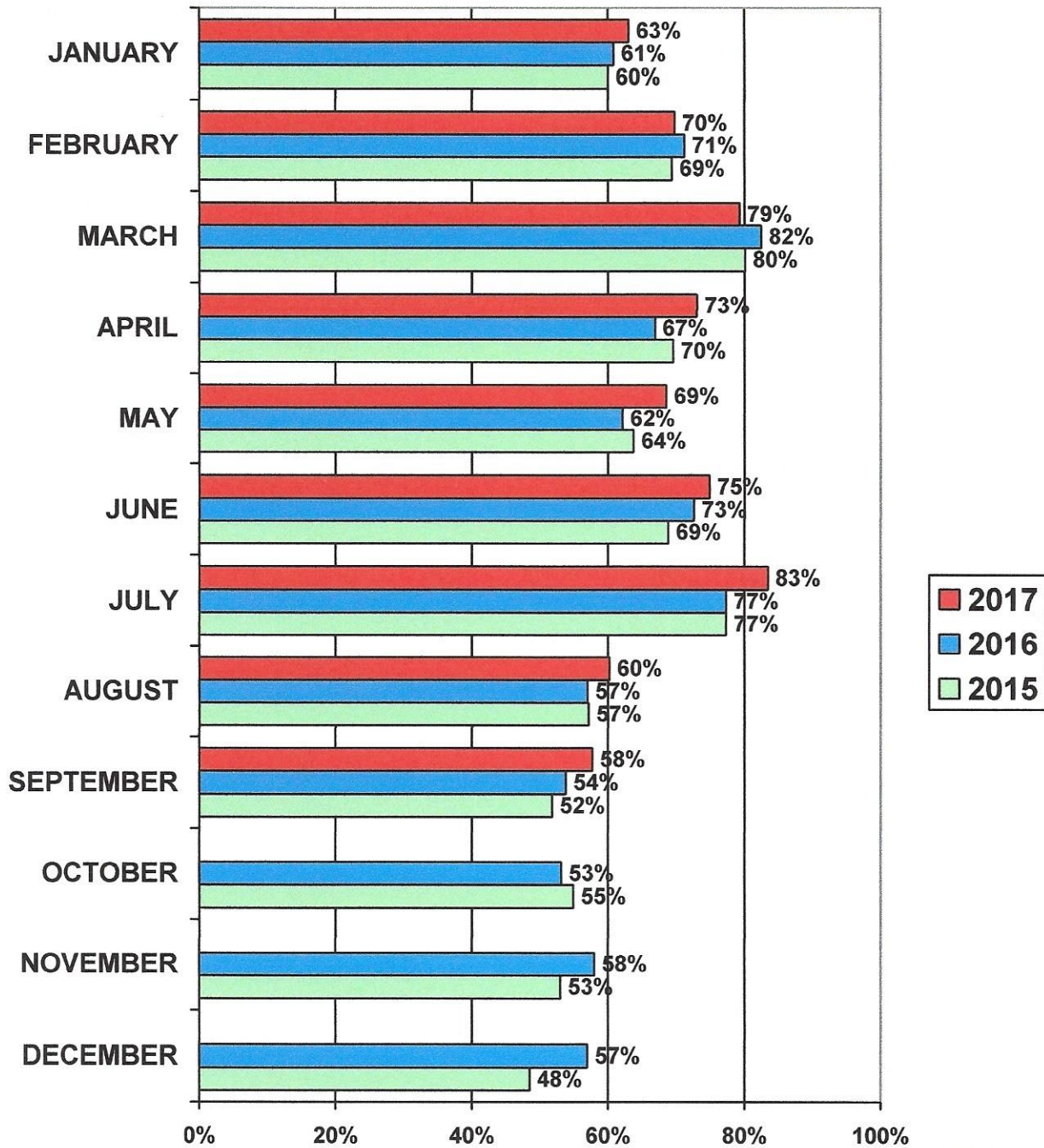


**2017 YTD AVG. \$ 89.82**  
**2016 YTD AVG. \$ 84.40**  
**2015 YTD AVG. \$ 79.34**





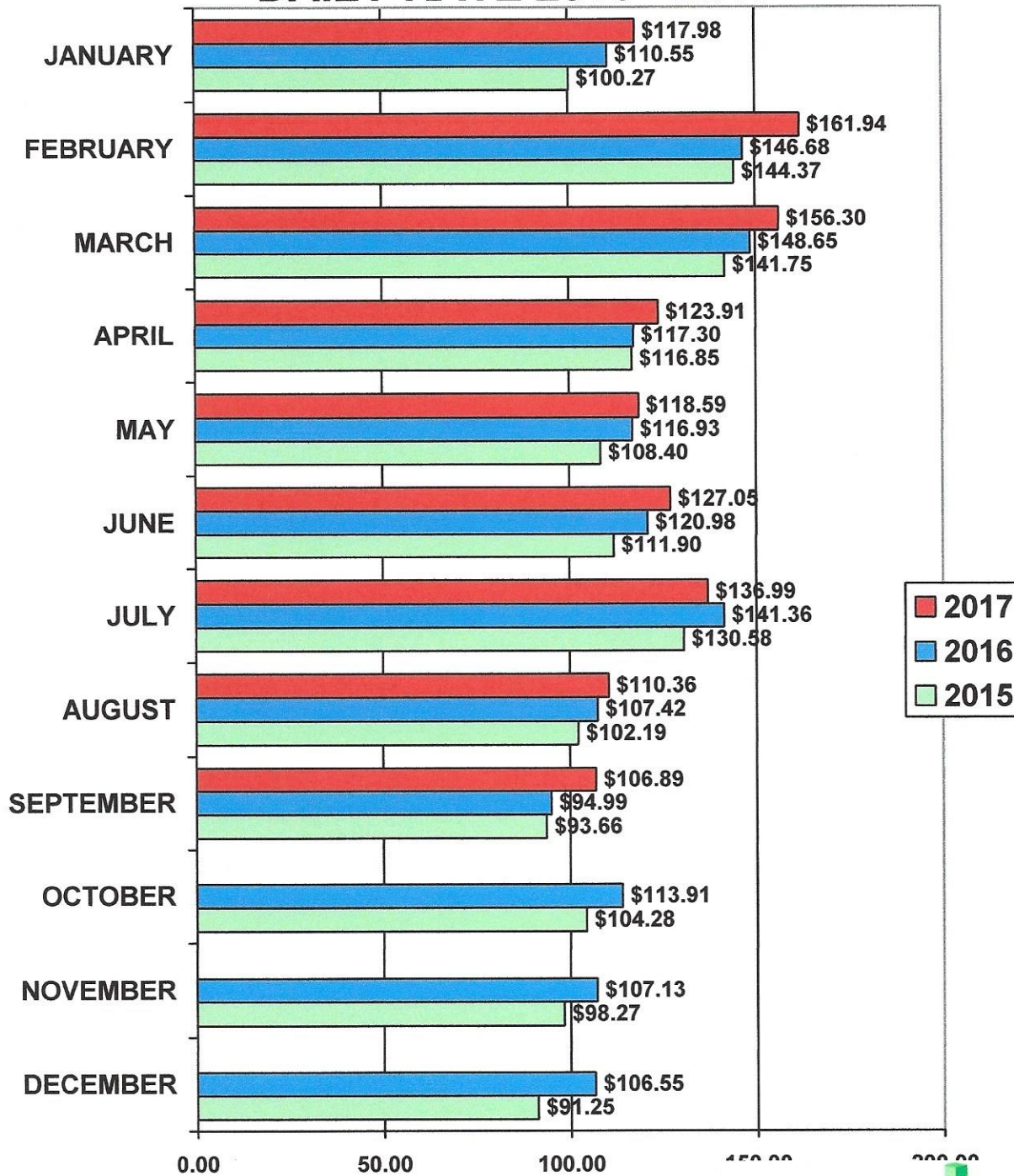
# VOLUSIA HOTEL/MOTEL OCCUPANCY 2015 - 2017



**2017 YTD AVG. 70%**    **SEPT 2017 HIGH 90%**  
**2016 YTD AVG. 67%**    **SEPT 2017 LOW 2%**  
**2015 YTD AVG. 67%**



# VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2015 - 2017



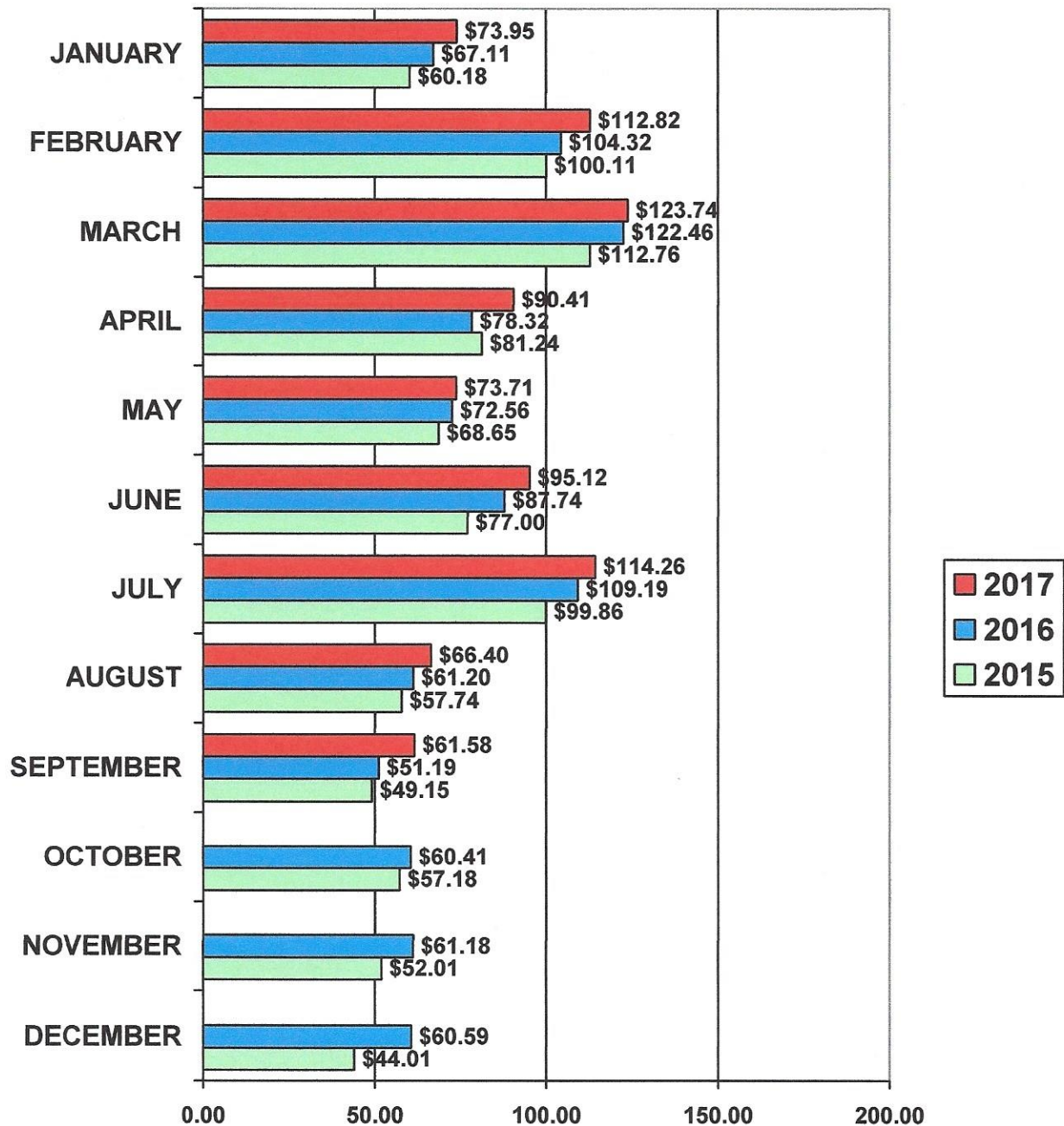
**2017 YTD AVG. \$130.16    SEPT 2017 HIGH \$225.67**  
**2016 YTD AVG. \$125.19    SEPT 2017 LOW \$ 41.35**  
**2015 YTD AVG. \$118.53**

Mid-Florida Marketing & Research, Inc.





# VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2015 - 2017



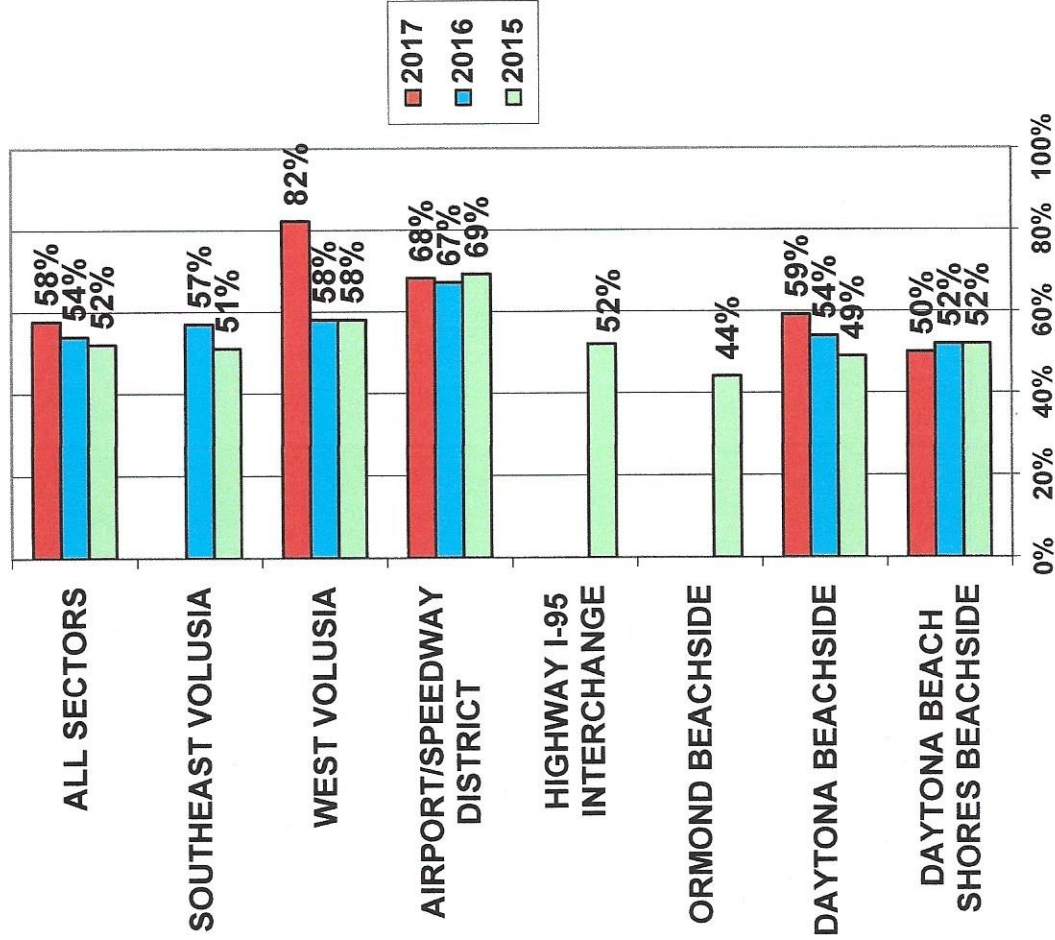
**2017 YTD AVG. \$ 90.12**  
**2016 YTD AVG. \$ 84.40**  
**2015 YTD AVG. \$ 79.34**

Mid-Florida Marketing & Research, Inc.

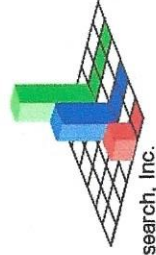
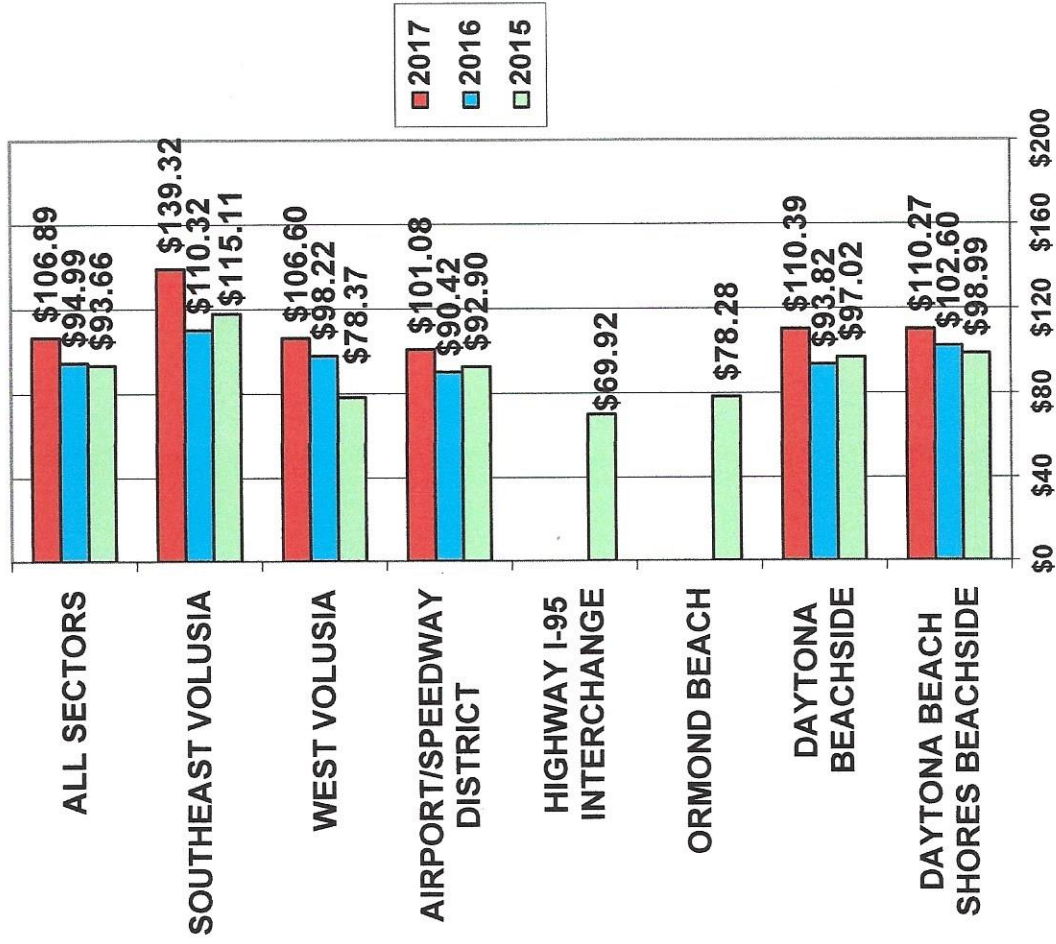




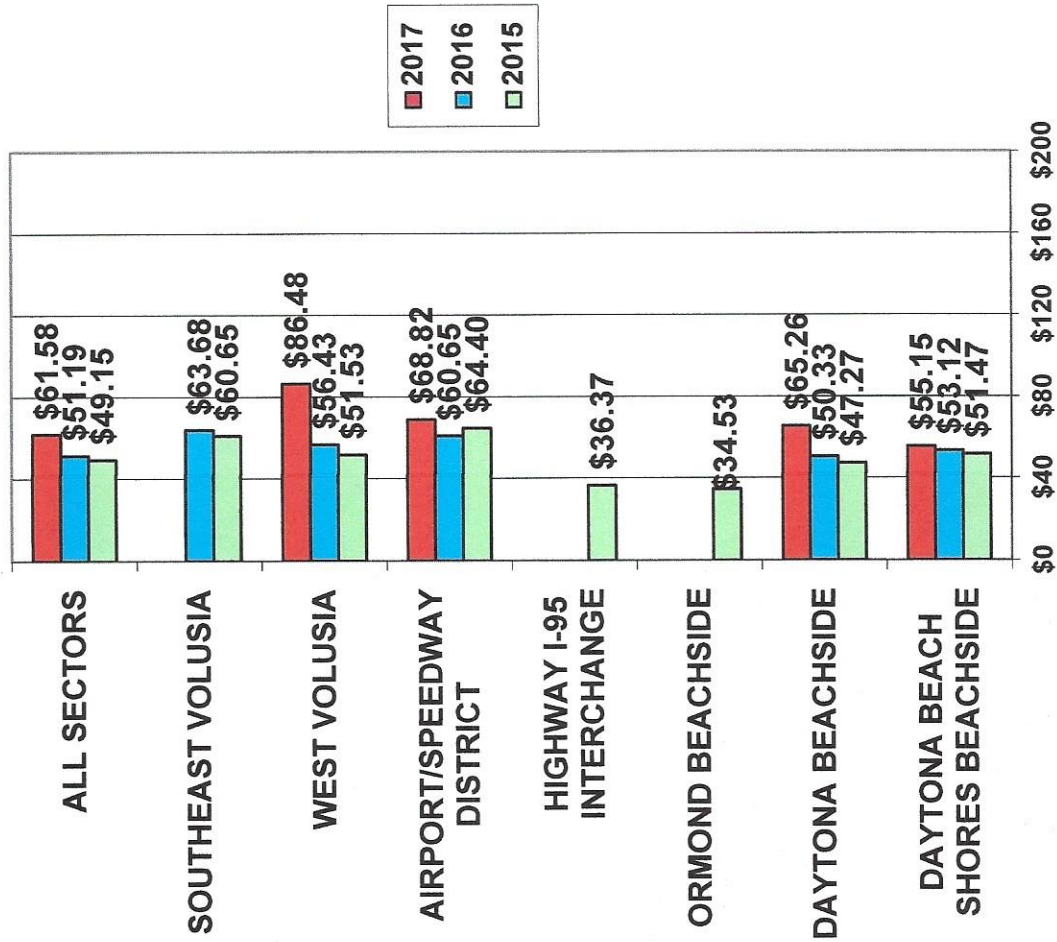
**VOLUSIA OCCUPANCY BY  
AREA SECTORS -  
SEPTEMBER 2015 - 2017**



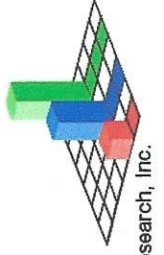
**VOLUSIA AVERAGE DAILY RATE BY  
AREA SECTORS -  
SEPTEMBER 2015 - 2017**



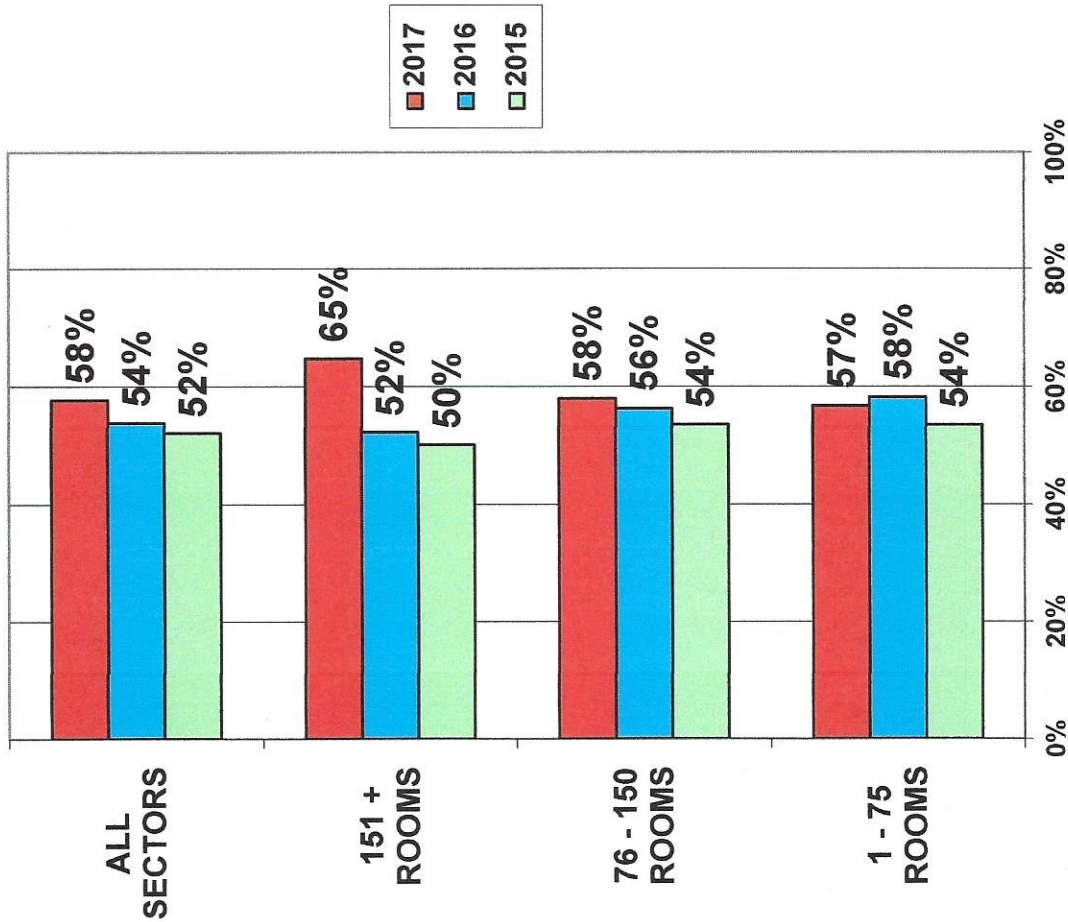
**VOLUSIA REV PAR BY  
AREA SECTORS -  
SEPTEMBER 2015 - 2017**



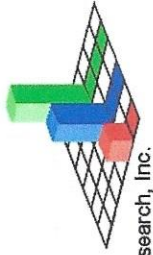
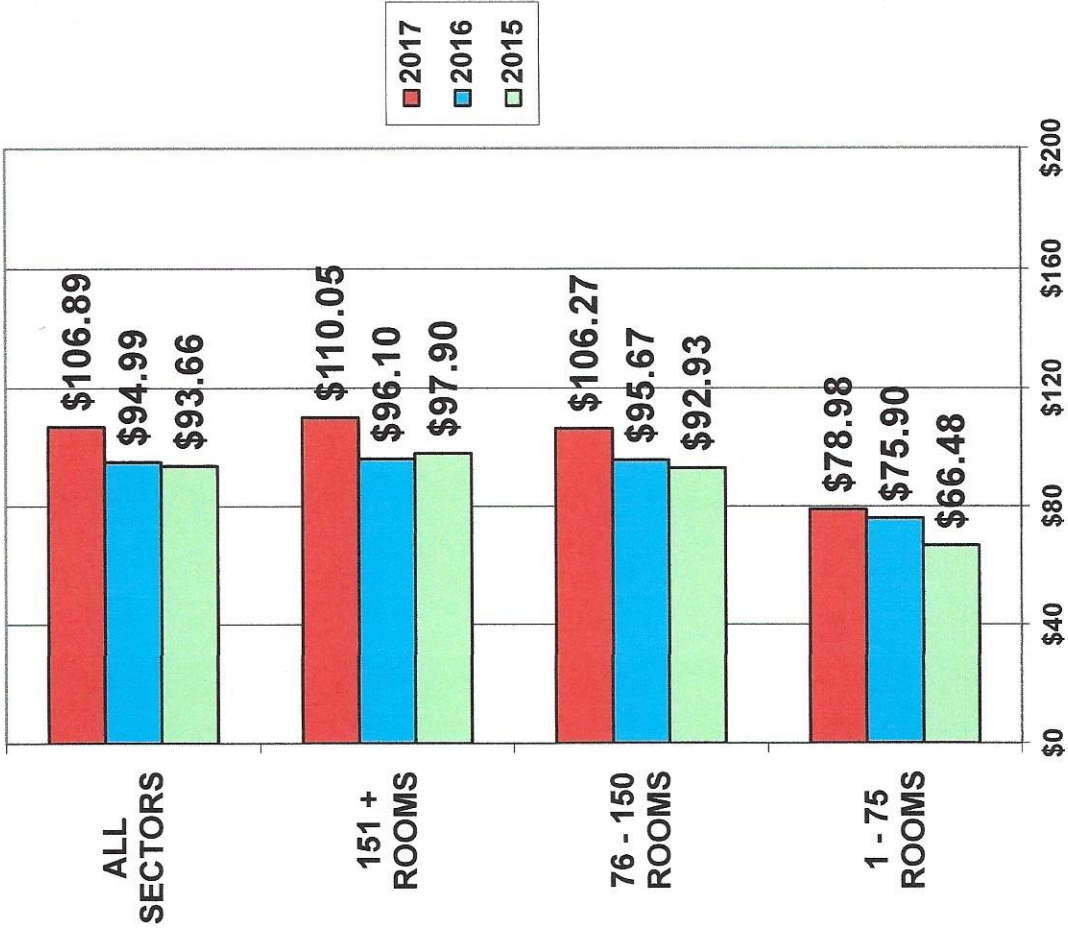
AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.



**VOLUSIA OCCUPANCY BY  
PROPERTY SIZE -  
SEPTEMBER 2015 - 2017**

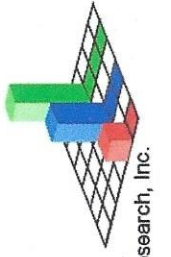
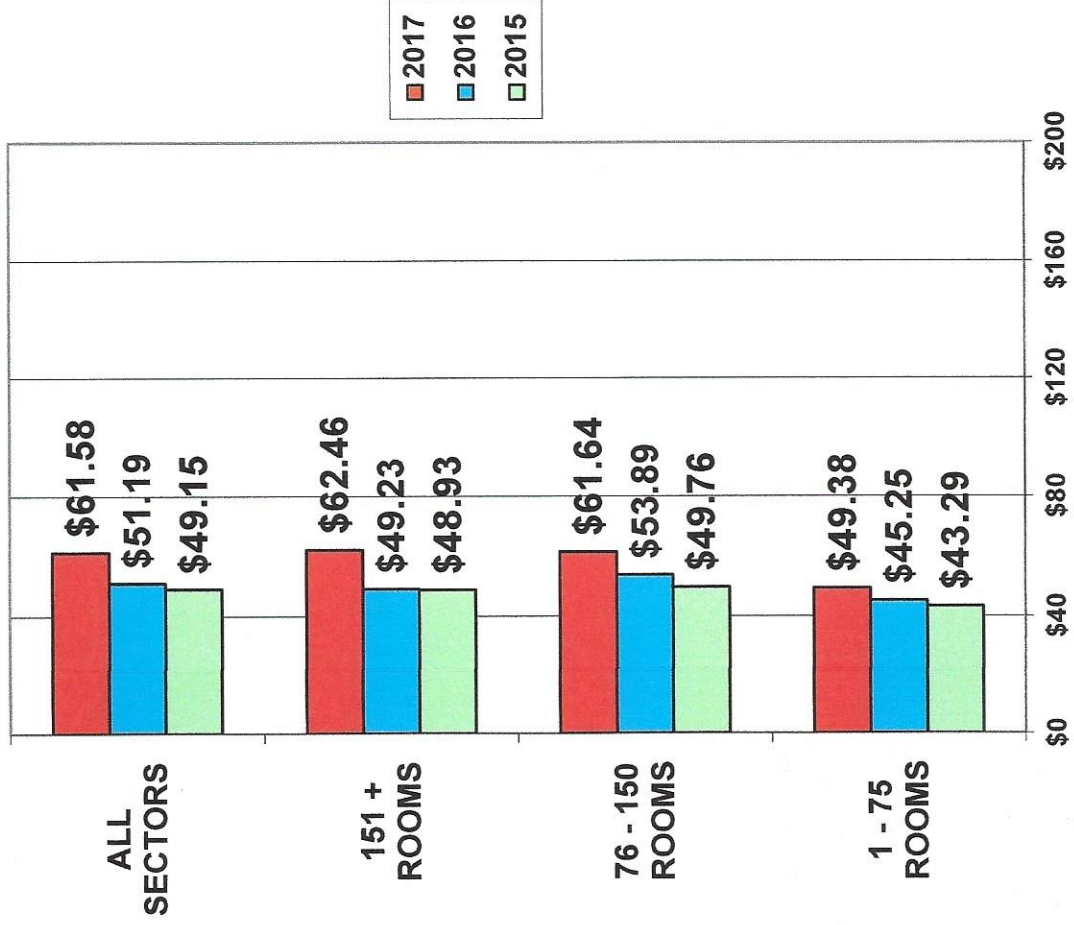


**VOLUSIA AVERAGE DAILY RATE BY  
PROPERTY SIZE -  
SEPTEMBER 2015 - 2017**

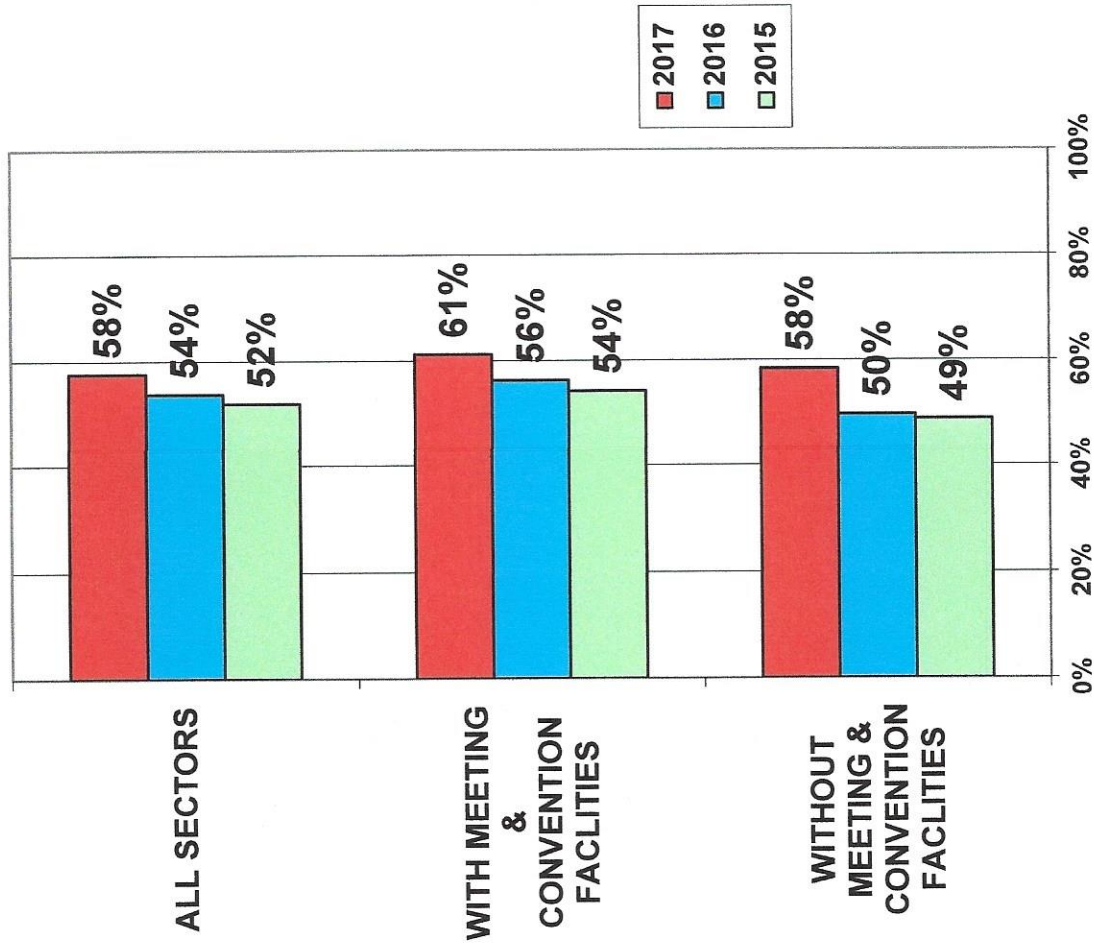




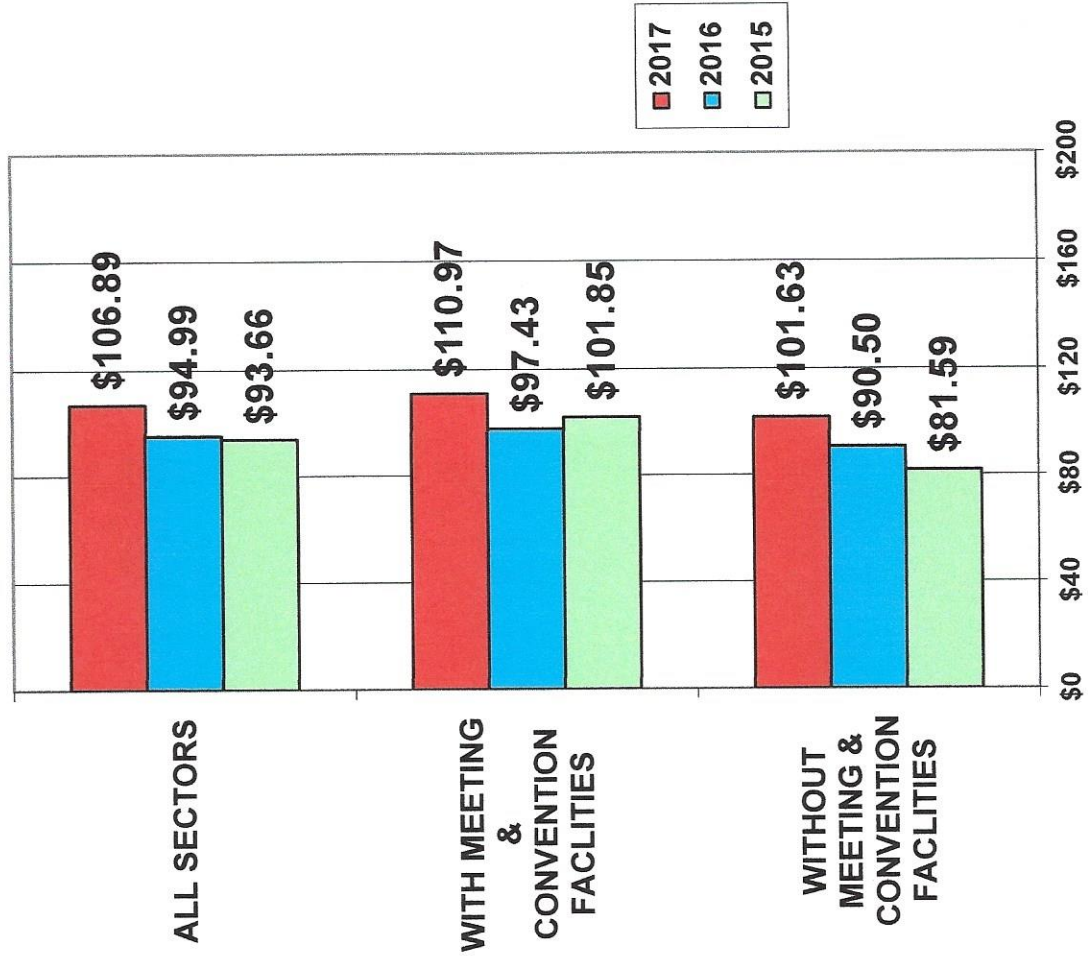
**VOLUSIA REV PAR BY  
PROPERTY SIZE -  
SEPTEMBER 2015 - 2017**



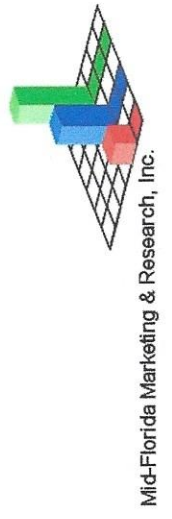
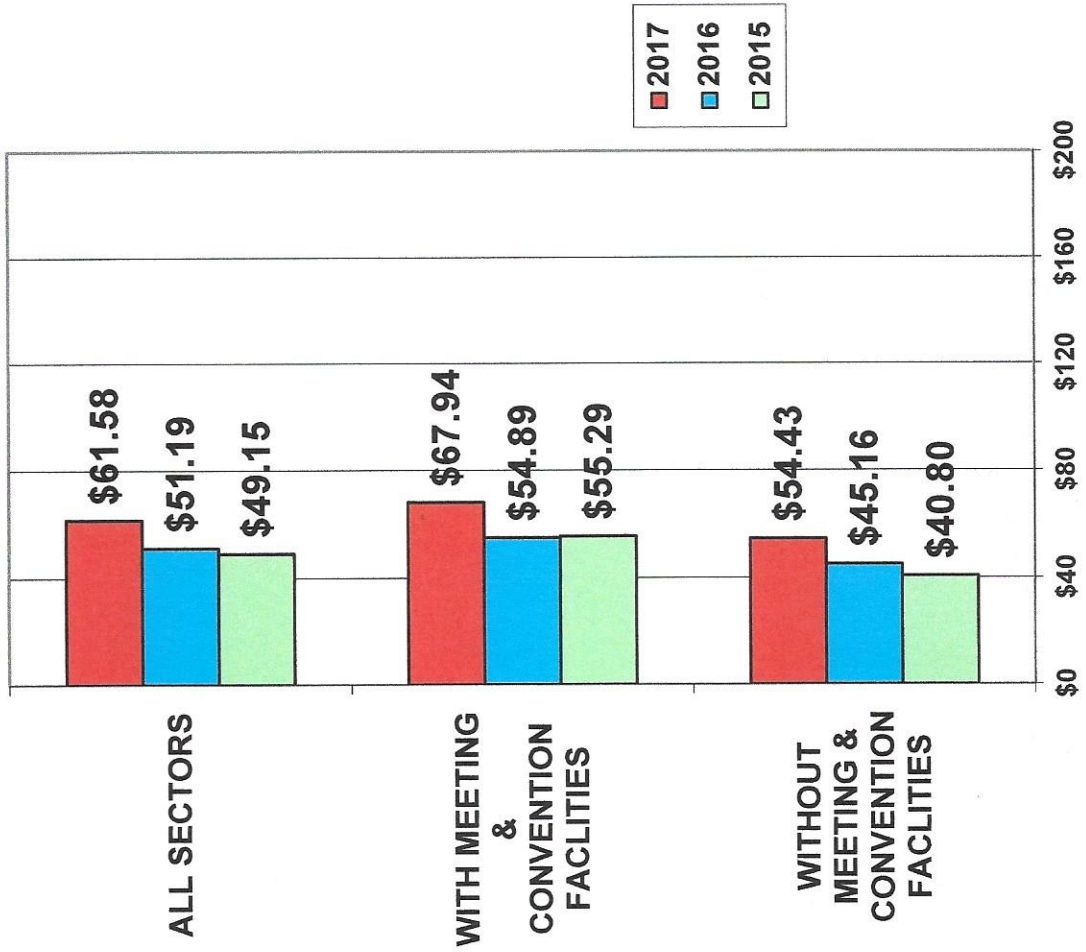
**VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - SEPTEMBER 2015 - 2017**



**VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - SEPTEMBER 2015 - 2017**

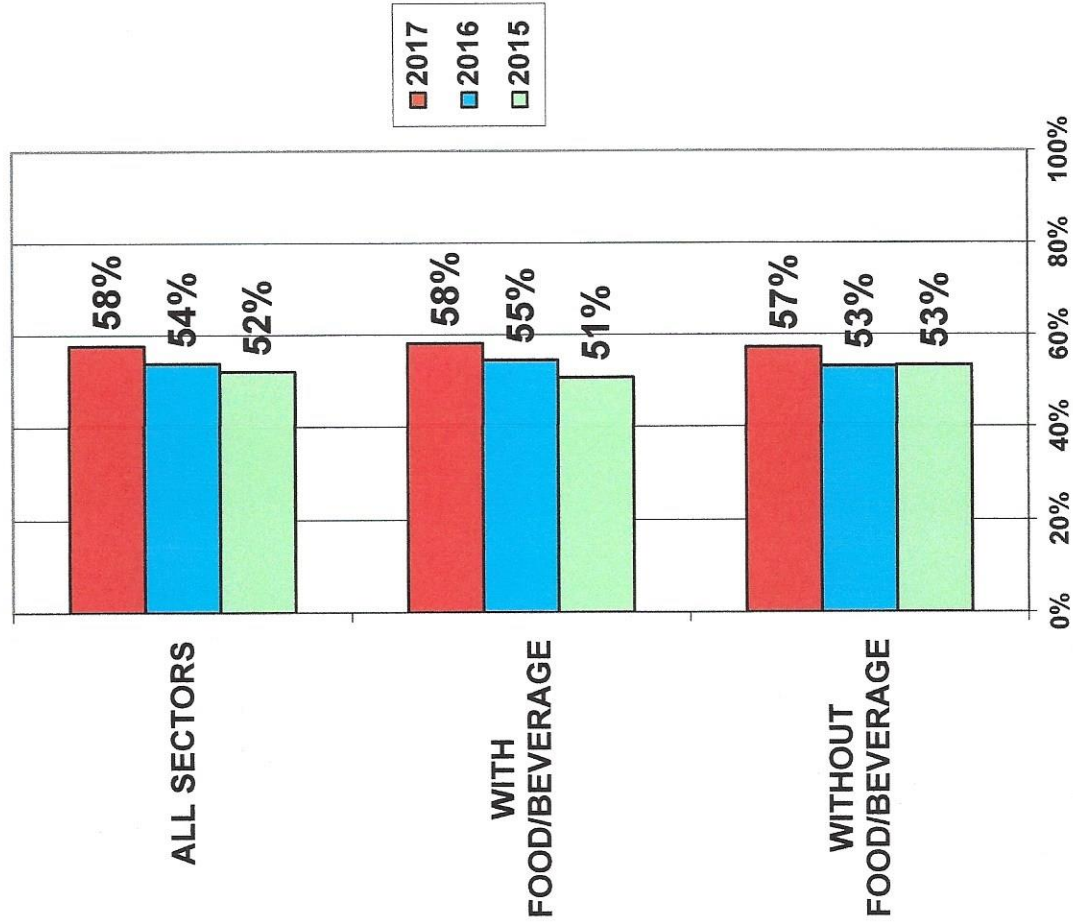


**VOLUSIA REV PAR  
BY MEETING & CONVENTION  
FACILITIES - SEPTEMBER 2015 - 2017**

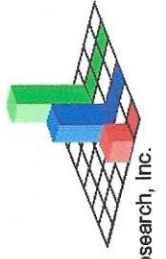
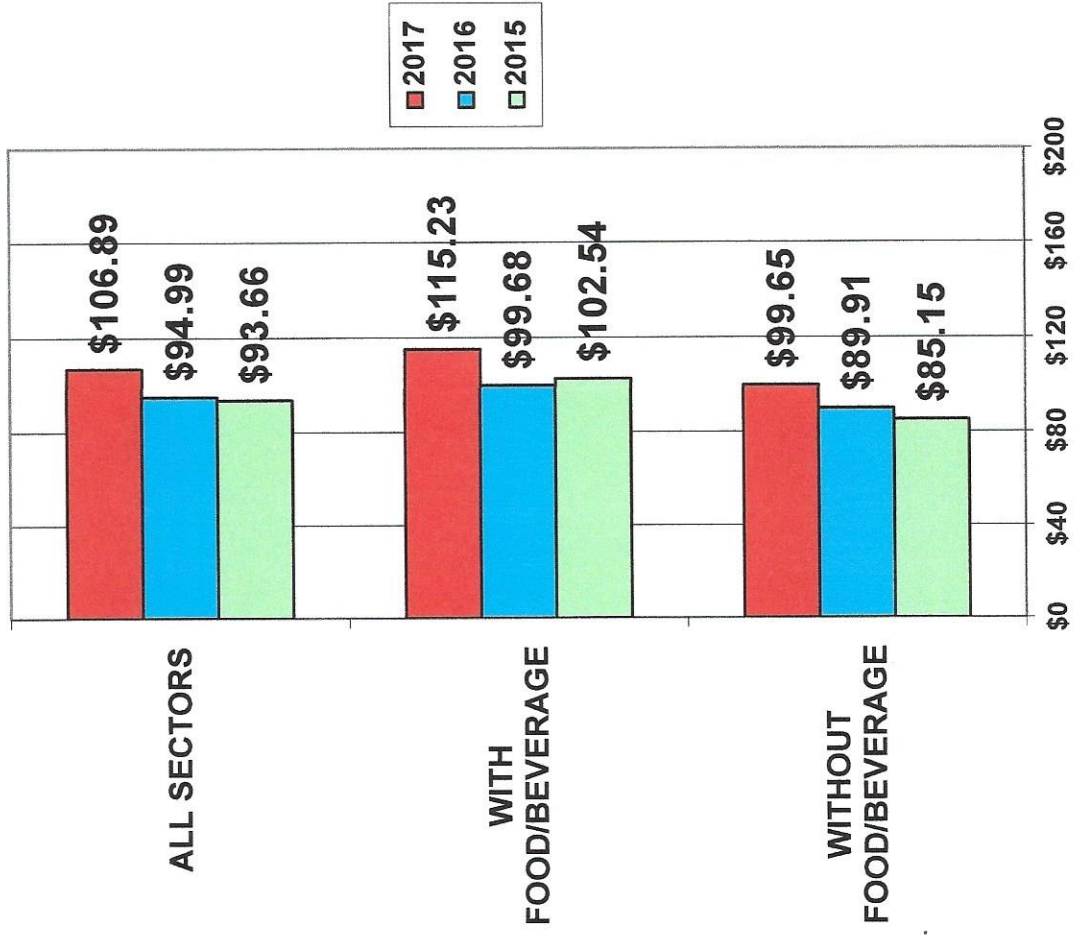




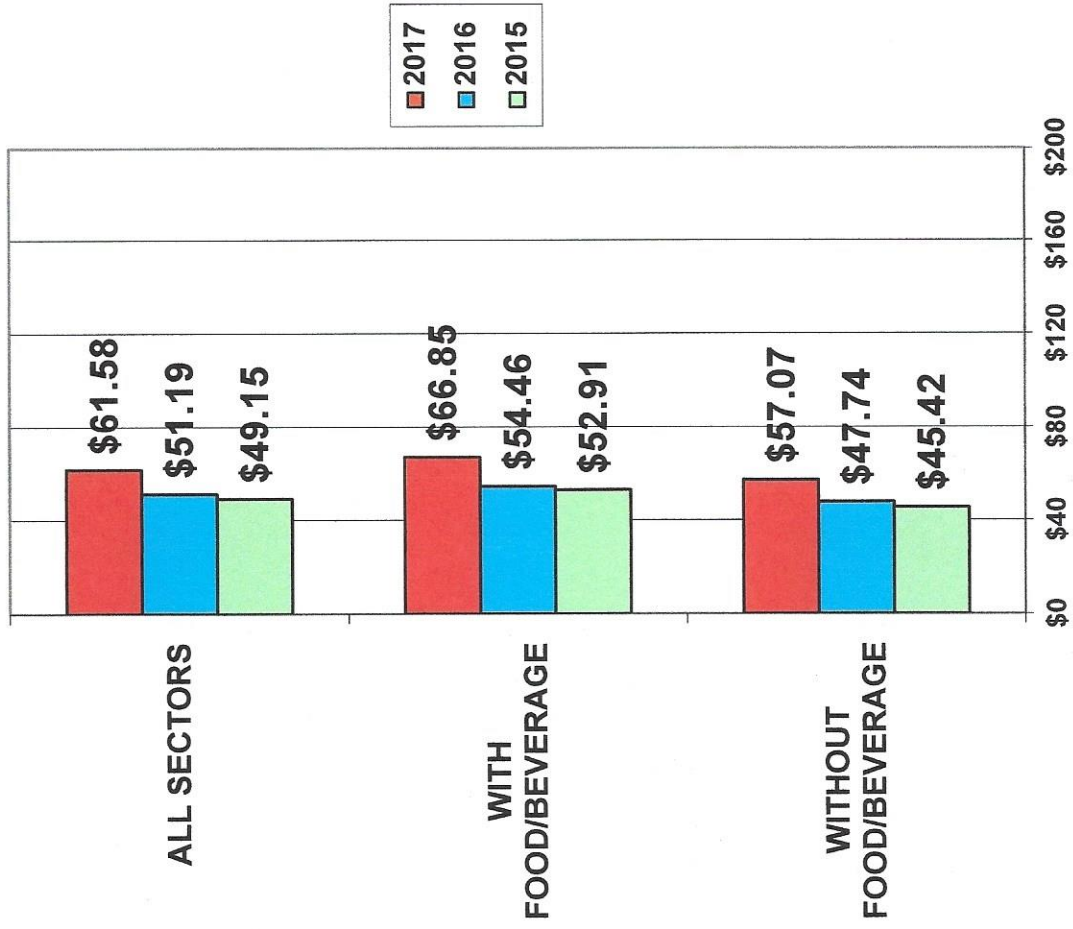
**VOLUSIA OCCUPANCY BY  
FOOD/BEVERAGE -  
SEPTEMBER 2015 - 2017**



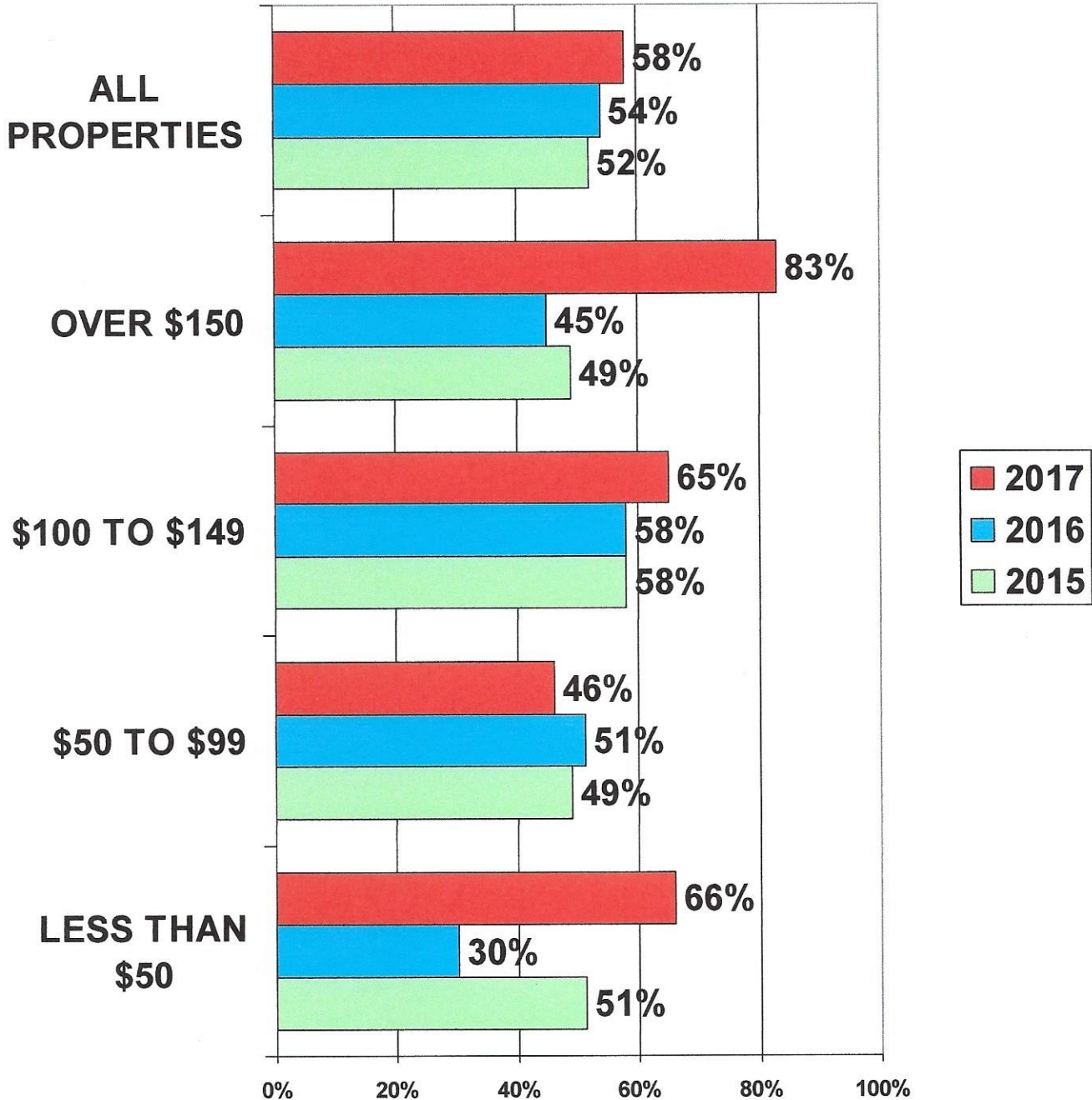
**VOLUSIA AVERAGE DAILY RATE BY  
FOOD/BEVERAGE  
SEPTEMBER 2015 - 2017**



**VOLUSIA REV PAR BY  
FOOD/BEVERAGE  
SEPTEMBER 2015 - 2017**



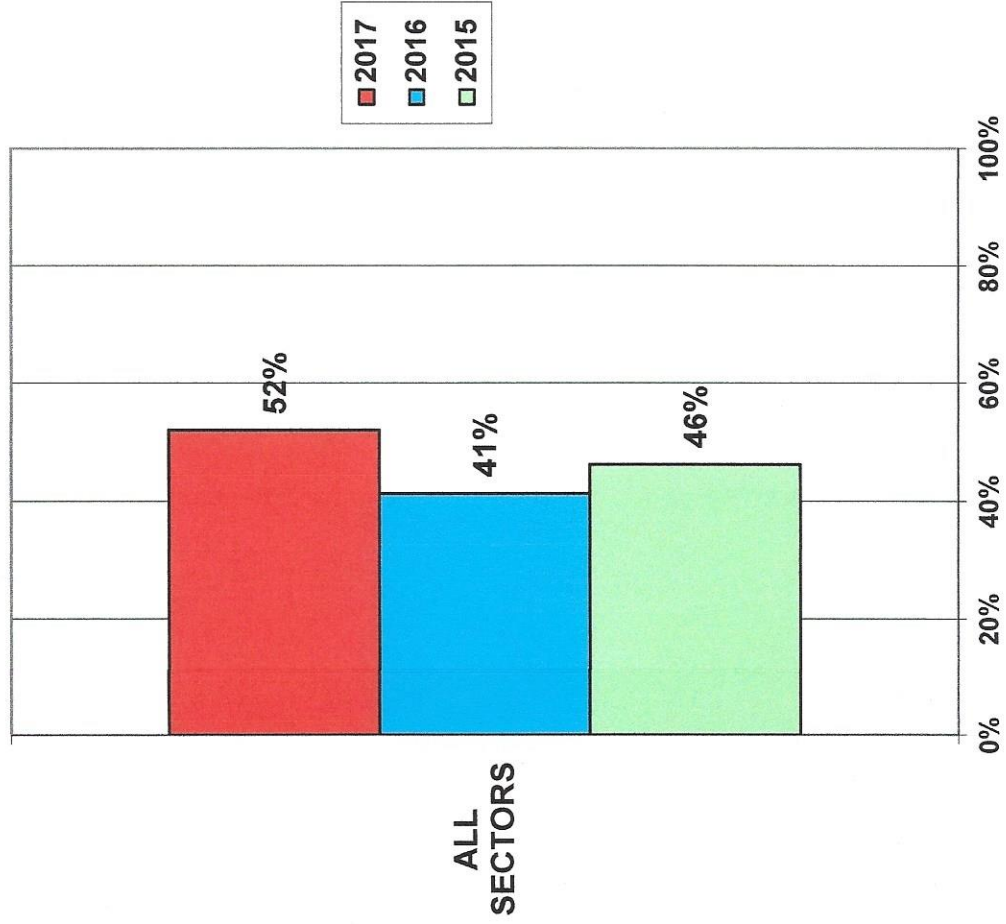
# VOLUSIA HOTEL/MOTEL OCCUPANCY BY PRICE RANGE - SEPTEMBER 2015 - 2017



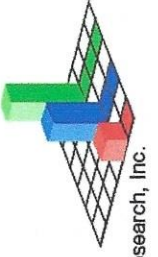
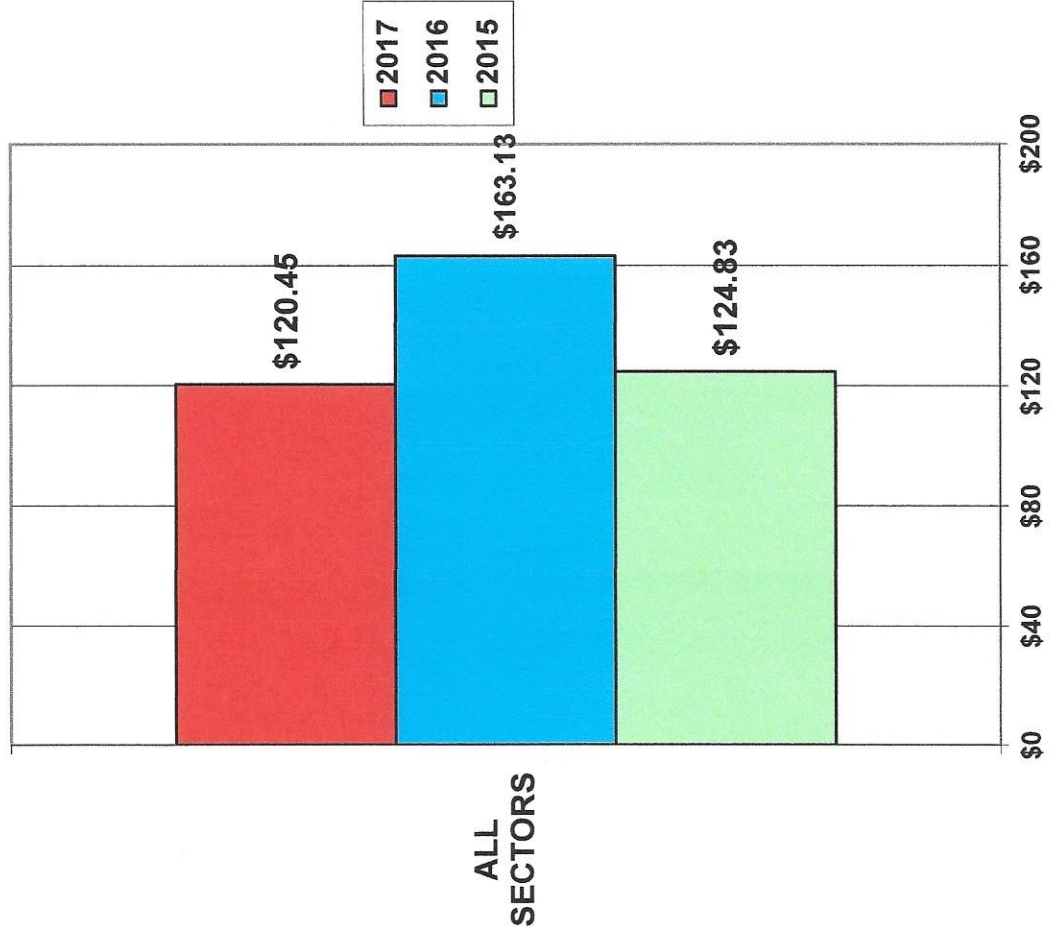
Mid-Florida Marketing & Research, Inc.



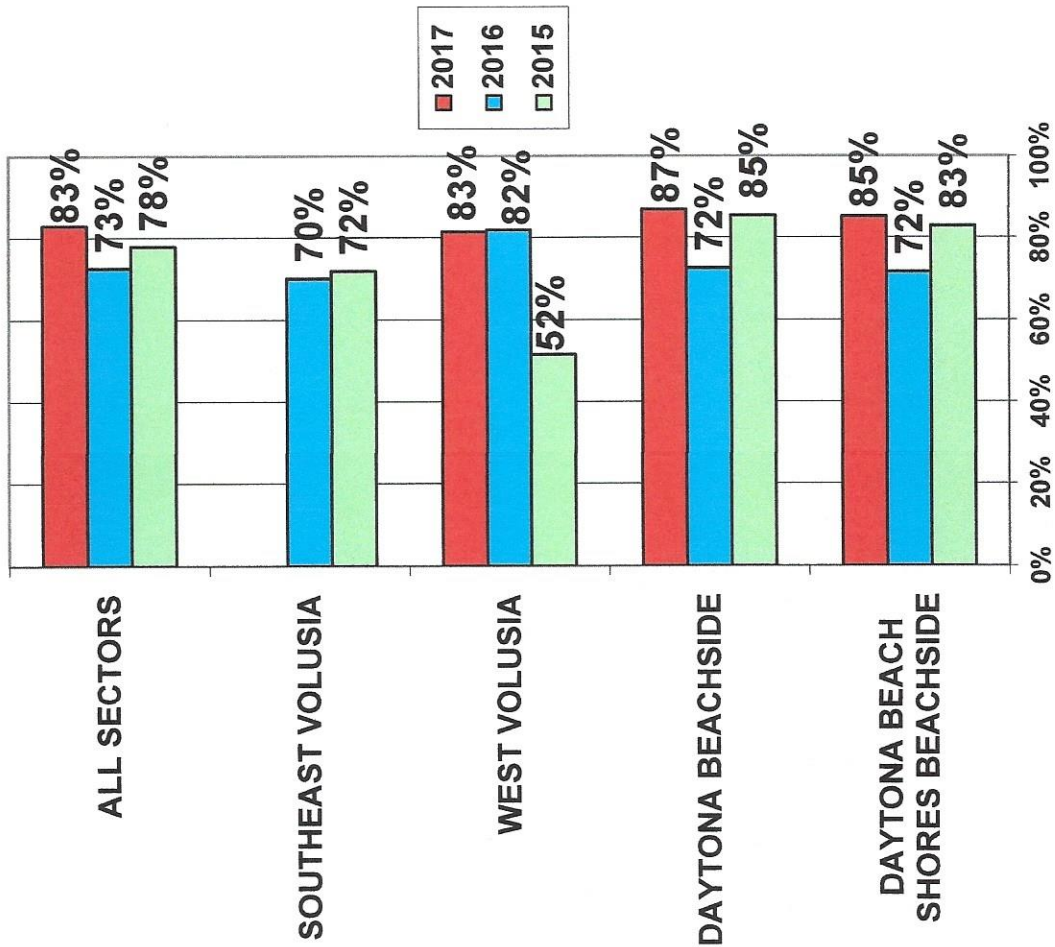
**VOLUSIA OCCUPANCY  
BY CONDO/TIMESHARES -  
SEPTEMBER 2015 - 2017**



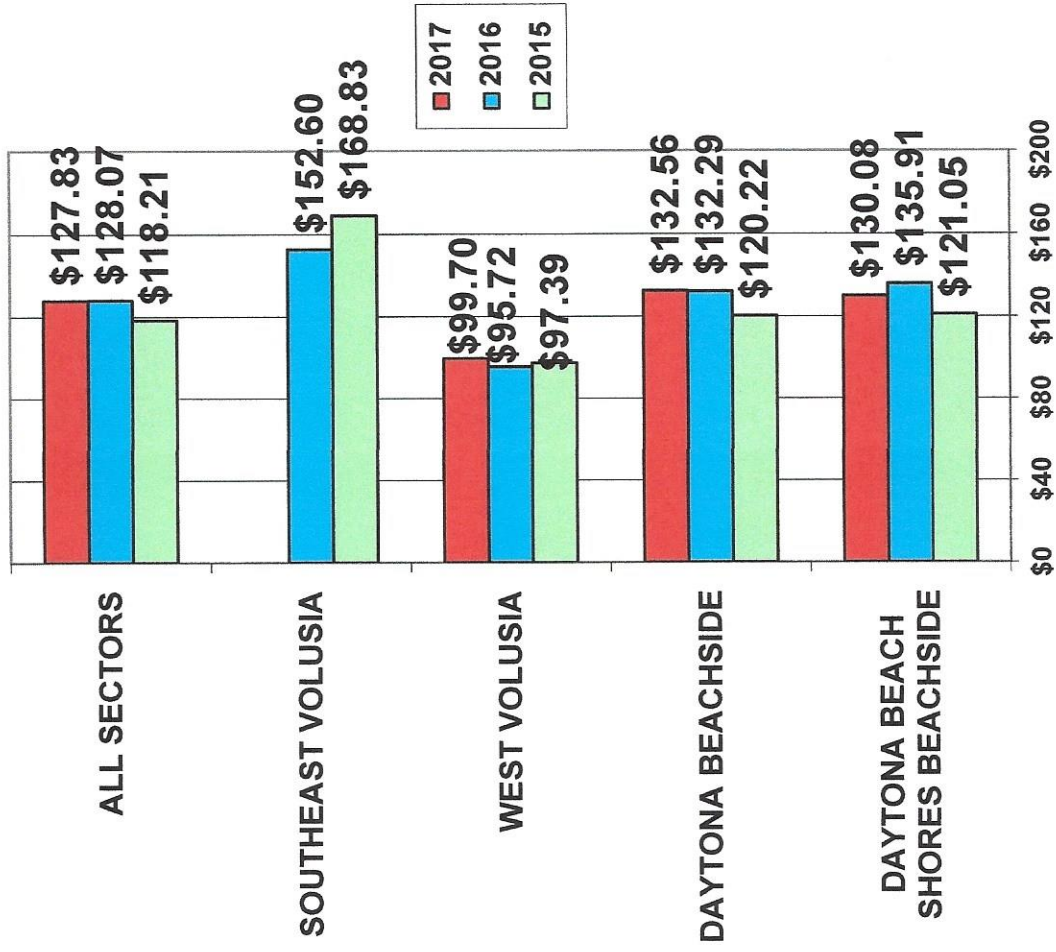
**VOLUSIA AVERAGE DAILY RATE  
BY CONDO/TIMESHARES -  
SEPTEMBER 2015 - 2017**



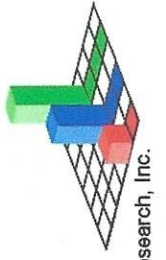
**VOLUSIA OCCUPANCY BY  
AREA SECTORS -  
LABOR DAY WEEKEND 2015 - 2017**



**VOLUSIA OCCUPANCY BY  
AREA SECTORS -  
LABOR DAY WEEKEND 2015 - 2017**

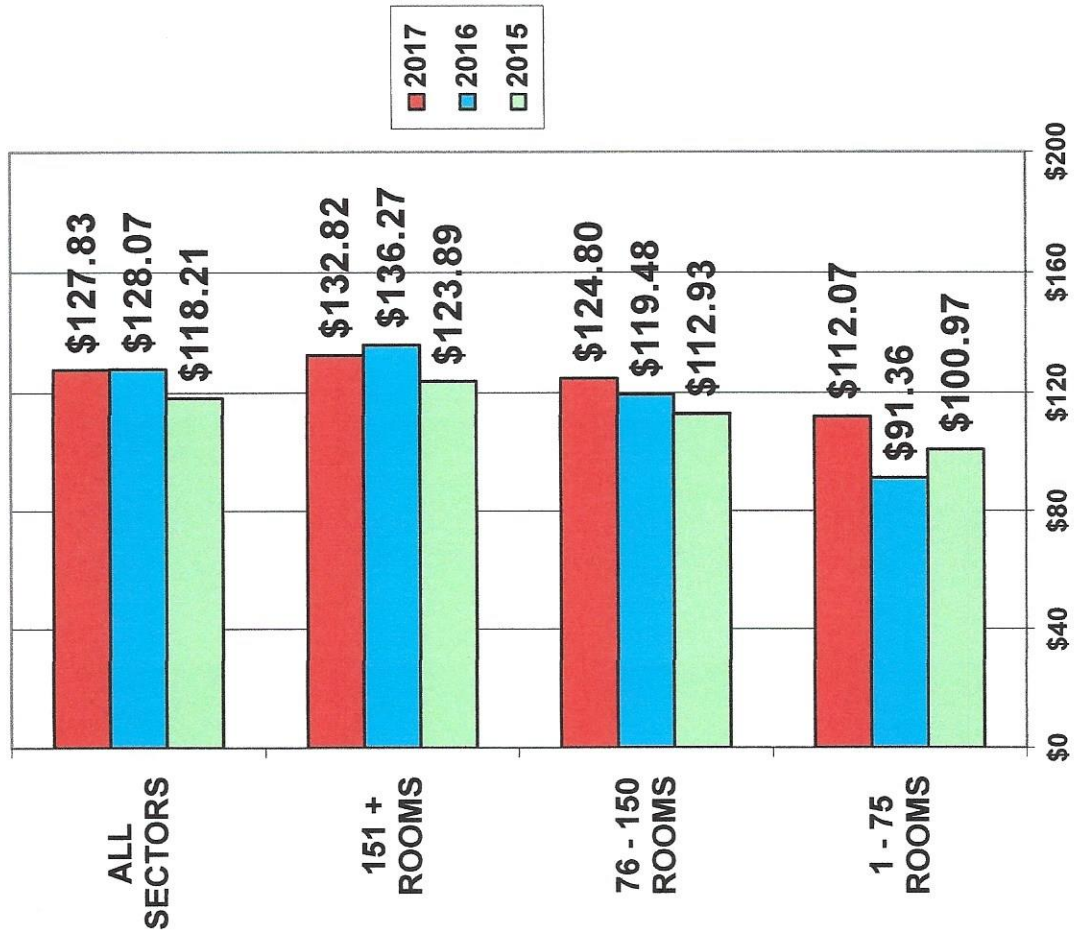


AREA SECTORS WITH FEWER THAN FIVE  
PROPERTIES REPORTING ARE NOT INCLUDED

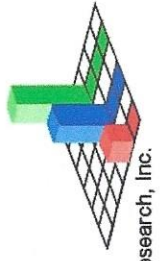
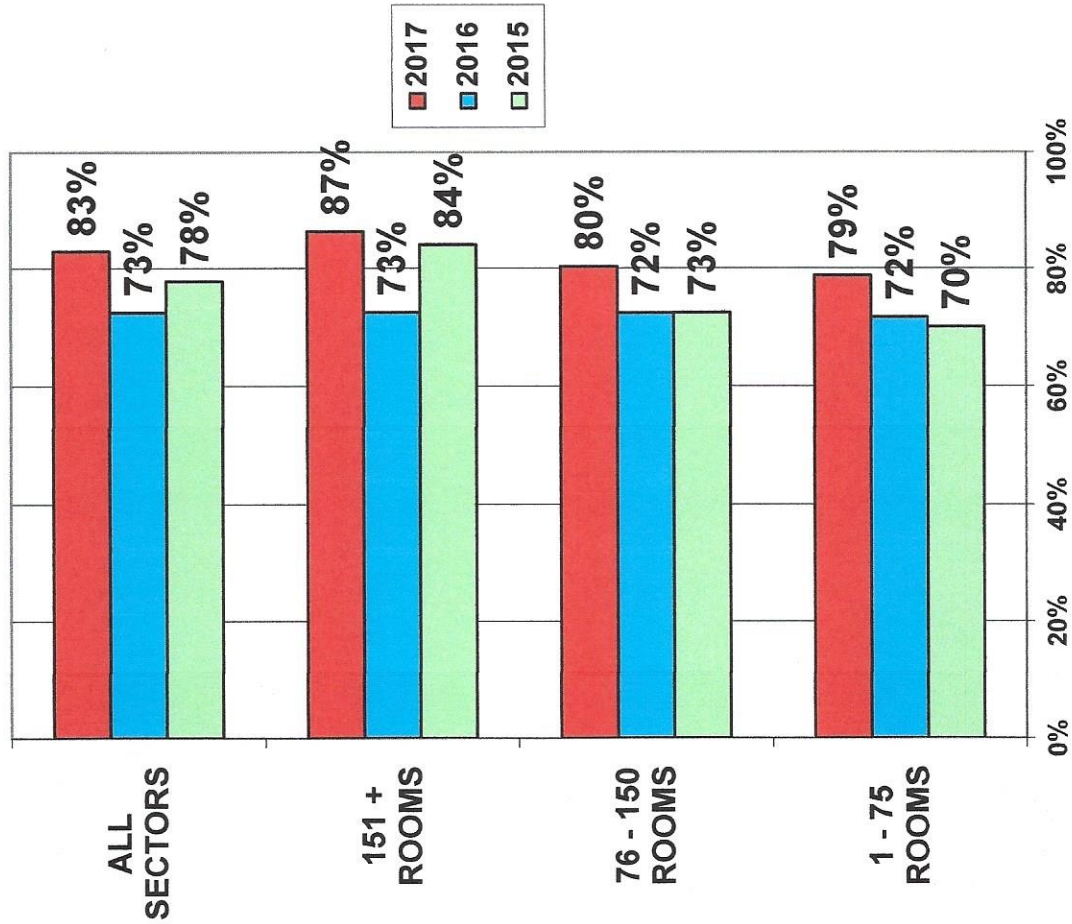




**VOLUSIA AVERAGE DAILY RATE BY  
PROPERTY SIZE -  
LABOR DAY WEEKEND 2015 - 2017**

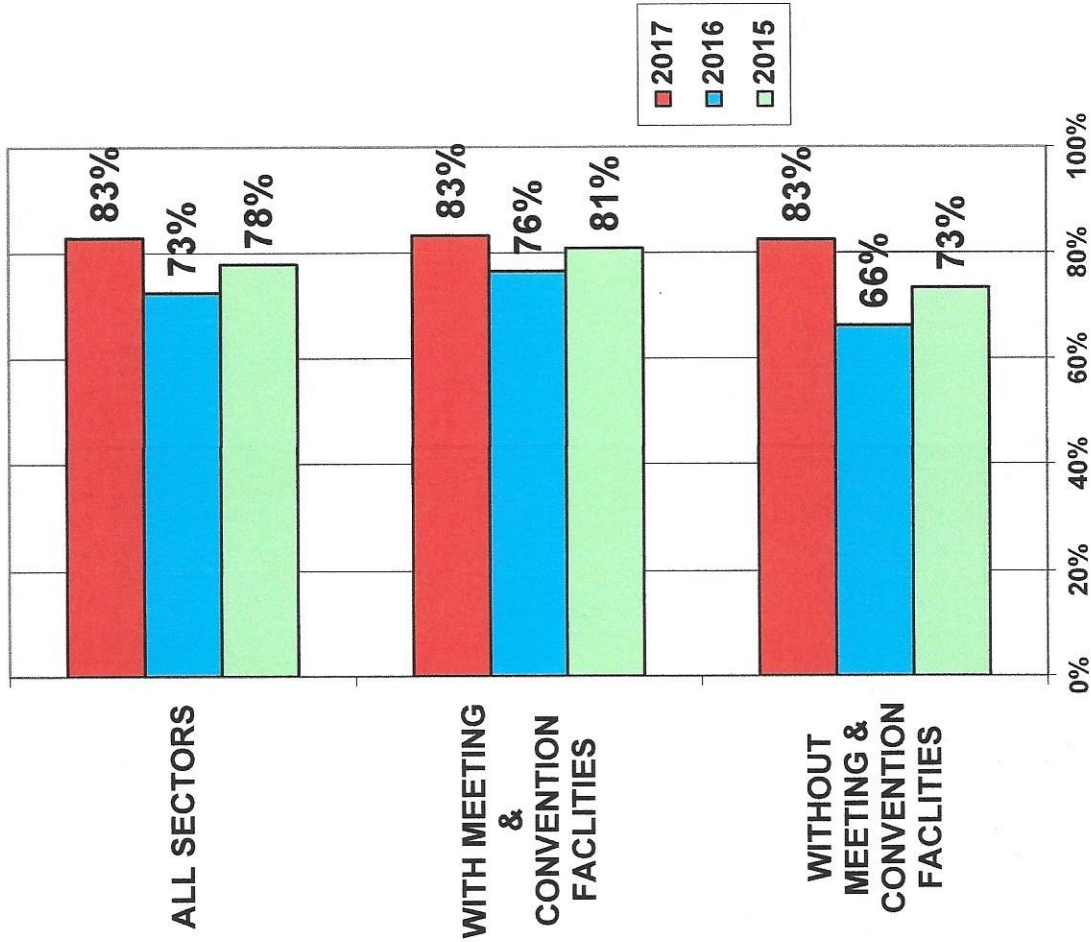


**VOLUSIA OCCUPANCY BY  
PROPERTY SIZE -  
LABOR DAY WEEKEND 2015 - 2017**

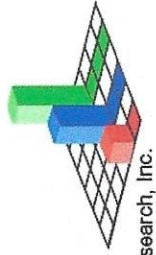
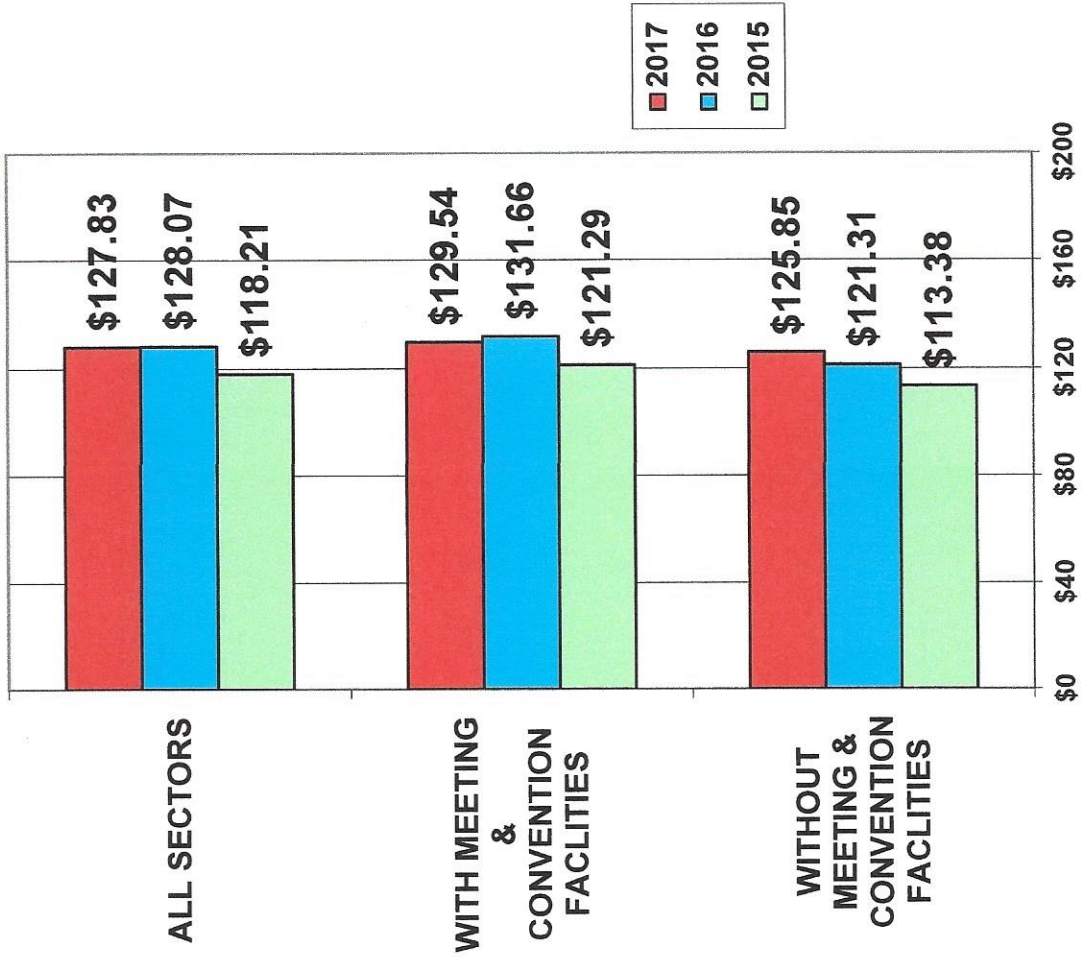




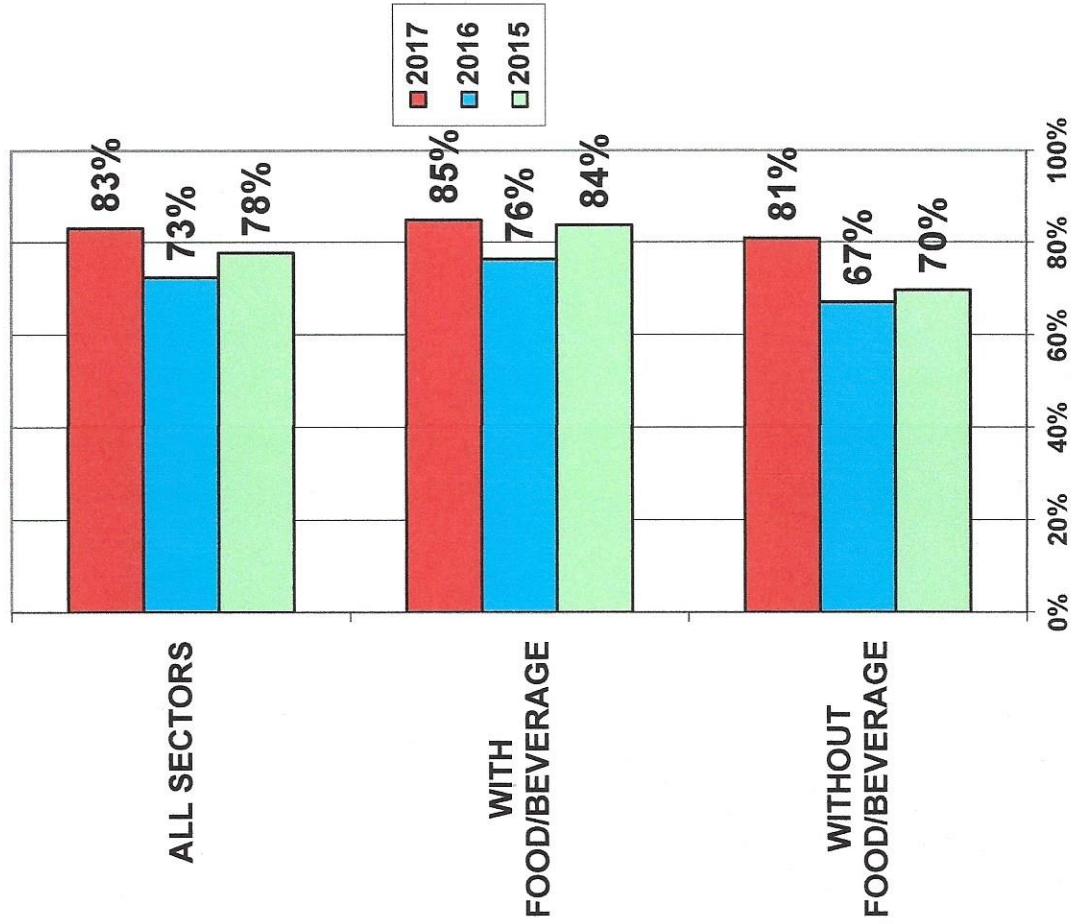
**VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - LABOR DAY WEEKEND 2015 - 2017**



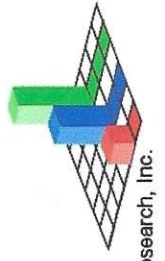
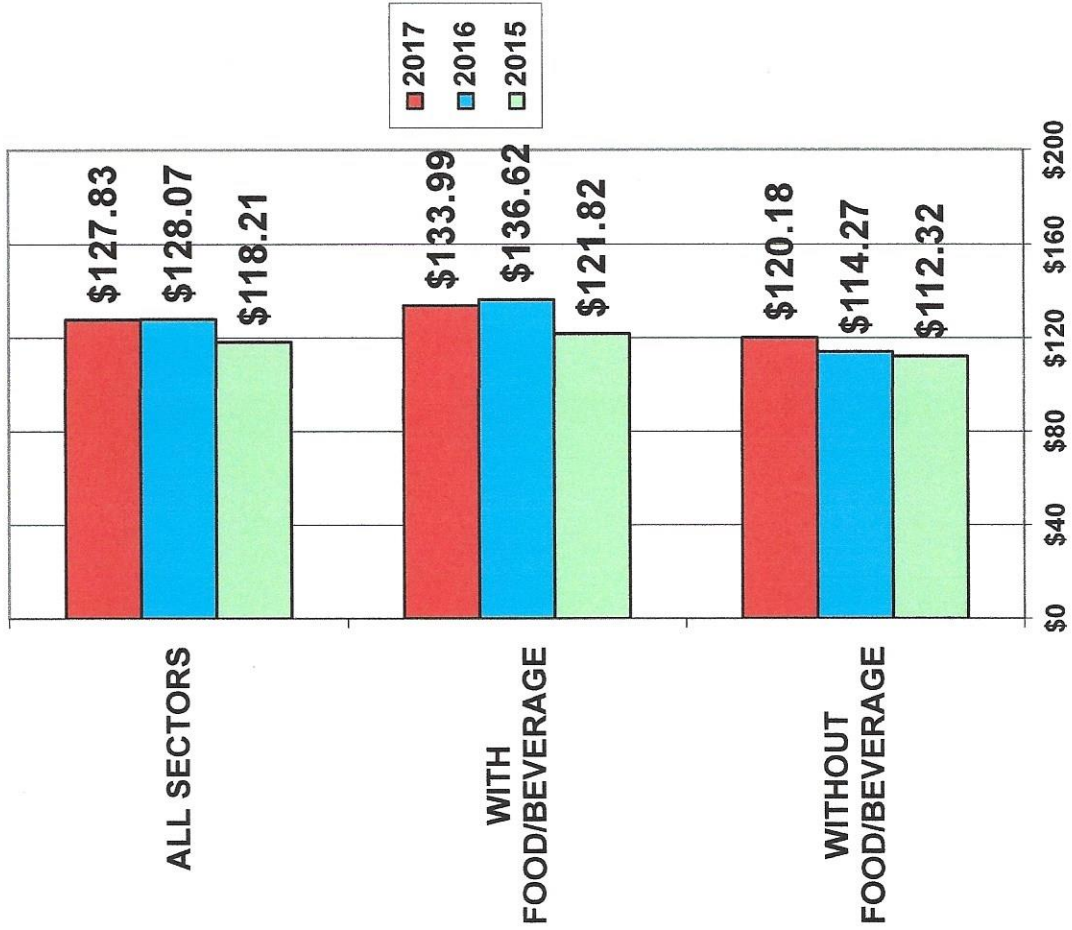
**VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - LABOR DAY WEEKEND 2015 - 2017**



**VOLUSIA OCCUPANCY BY  
FOOD/BEVERAGE -  
LABOR DAY WEEKEND 2015 - 2017**



**VOLUSIA AVERAGE DAILY RATE BY  
FOOD/BEVERAGE  
LABOR DAY WEEKEND 2015 - 2017**



**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>DAYTONA BEACH SHORES BEACHSIDE</b>													
ACAPULCO HOTEL & RESORT	133								CLOSED				
BAHAMA HOUSE	95	X	X	X	X	X	X	X	X	X			
BEST WESTERN PLUS AKU TIKI	132	X	X	X	X	X	X	X	X	X			
EL CARIBE RESORT & CONF. CENTER	112	X	X	X	X	X	X	X	X	X			
HAMPTON DAYTONA SHORES OCEANFRONT	111	X	X	X	X	X	X	X	X	X			
HOLIDAY INN EXPRESS OCEANFRONT	100	--	--	X	X	X	X	X	X	X			
HYATT PLACE	143	X	X	X	X	X	X	X	X	X			
LEXINGTON INN & SUITES	101	X	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	X	X	X	X			
PERRY'S OCEAN EDGE RESORT	200	X	X	X	X	X	X	X	X	X			
RESIDENCE INN DAYTONA BEACH OCEANFRONT	105			X	X	X	X	X	X	X			
SHORES RESORT & SPA	212	X	X	X	X	X	X	X	X	X			
SUN VIKING LODGE	91	X	X	X	X	X	X	X	X	X			
<b>DAYTONA BEACHSIDE</b>													
BEST WESTERN DAYTONA INN	96	X	X	X	X	X	X	X	X	X			
DAYTONA BEACH REGENCY	98	--	X	CLOSED		X	X	X	X	X			
DAYTONA BEACH RESORT	303	X	X	X	X	X	X	X	X	X			
DAYTONA INN BEACH RESORT	65		X	X	X	X	X	X	X	X			
HILTON DAYTONA BEACH RESORT	742	X	X	X	X	X	X	X	X	X			
HILTON GARDEN INN DAYTONA BEACH OCEANFRONT	144						X	X	X	X			
HOLIDAY INN HOTEL ON THE OCEAN	123	X	X	X	X	X	X	X	X	X			
HOLIDAY INN RESORT DAYTONA	188	X	X	X	X	X	X	X	X	X			
LA PLAYA RESORT	238								CLOSED				
NAUTILUS INN	90	X	X	X	X	X	X	X	X	X			
OCEAN BREEZE CLUB HOTEL	206	X	X		X	X	X	X	X	X			
PLAZA RESORT & SPA	322	X	X	X	X	X	X	X	X	X			
SILVER BEACH CLUB	74	--	--	X	X	X	X	X	X	X			
THE VILLA BED AND BREAKFAST	4	X	X		X	X		X	X	X			
WYNDHAM OCEAN WALK	127	X	X	X	X	X	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	X	X	X	X			
CORAL SANDS OCEAN FRONT	102	--	X		X	X	X	X	X	X			
COVE ON ORMOND BEACH	112	--	--	X	X	X	X	X					
<b>HIGHWAY I-95 INTERSECTIONS</b>													
BEST WESTERN SPEEDWAY	151	X	X	X	X	X	X	X	X	X			
*COUNTRY INN & SUITES PORT ORANGE	87	X	X	X	X	X	X	X	X	X			
HOWARD JOHNSON DESTINATION DAYTONA	79	X	X	X	X	X	X	X	X	X			
SLEEP INN	82	X	X	X	X	X	X	X	X				
<b>AIRPORT/SPEEDWAY DISTRICT</b>													
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			
HILTON GARDEN INN D B AIRPORT	115	X	X	X	X	X	X	X	X	X			
HOMEWOOD SUITES	94	X	X	X	X	X		X					
QUALITY INN DAYTONA	64	X	X	X	X	X	X	X	X	X			
<b>WEST VOLUSIA</b>													
ALLING HOUSE BED AND BREAKFAST ORANGE CITY	8	X	X	X	X	X	X	X	X	X			
ARTISAN DOWNTOWN	8	X	X	X	X	X	X	X	X	X			
COMFORT INN DELAND	68	X	X	X	X	X	X	X	X	X			
DAYS INN ORANGE CITY	37	X	X			X		X	X				
HAMPTON INN DEBARY	76	X	X	X	X	X	X	X	X	X			
HAMPTON INN DELAND	94	X	X	X	X	X	X	X	X	X			
HOLIDAY IN EXPRESS ORANGE CITY	114				X	X	X	X	X	X			
HONTOON LANDING	18	X	X	X	X	X	X	X	X				
<b>SE VOLUSIA</b>													
BEST WESTERN HOTEL	101	X	X	X	X	X	X	X	X	X			
COASTAL WATERS INN	40	X	X	X	X	X	X	X	X	X			
*COUNTRY INN & SUITES PORT ORANGE	87	X	X	X	X	X	X	X	X	X			
HAMPTON INN	122	X	X	X	X	X	X	X	X	X			
INN ON THE AVENUE	6	X	X	X		X	X			X			
OCEAN TRILLIUM SUITES	32	X	X	X	X	X	X	X	X	X			

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

