

Memo

To: HAAA
From: Evelyn Fine
Date: October 30, 2018
Subject: September 2018 Occupancy & Average Daily Rate Report

Overall Daytona Beach Area Occupancy increased about 4%, to 59% in September 2018 from 56% in September 2017.

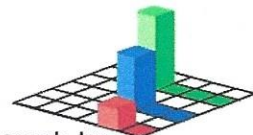
The Daytona Beach Area Average Daily Rate decreased about 2%, to \$103.79 in September 2018 from \$106.22 in September 2017.

The Daytona Beach Area Revenue per Available Room increased about 2%, to \$60.82 in September 2018 from \$59.83 in September 2017.

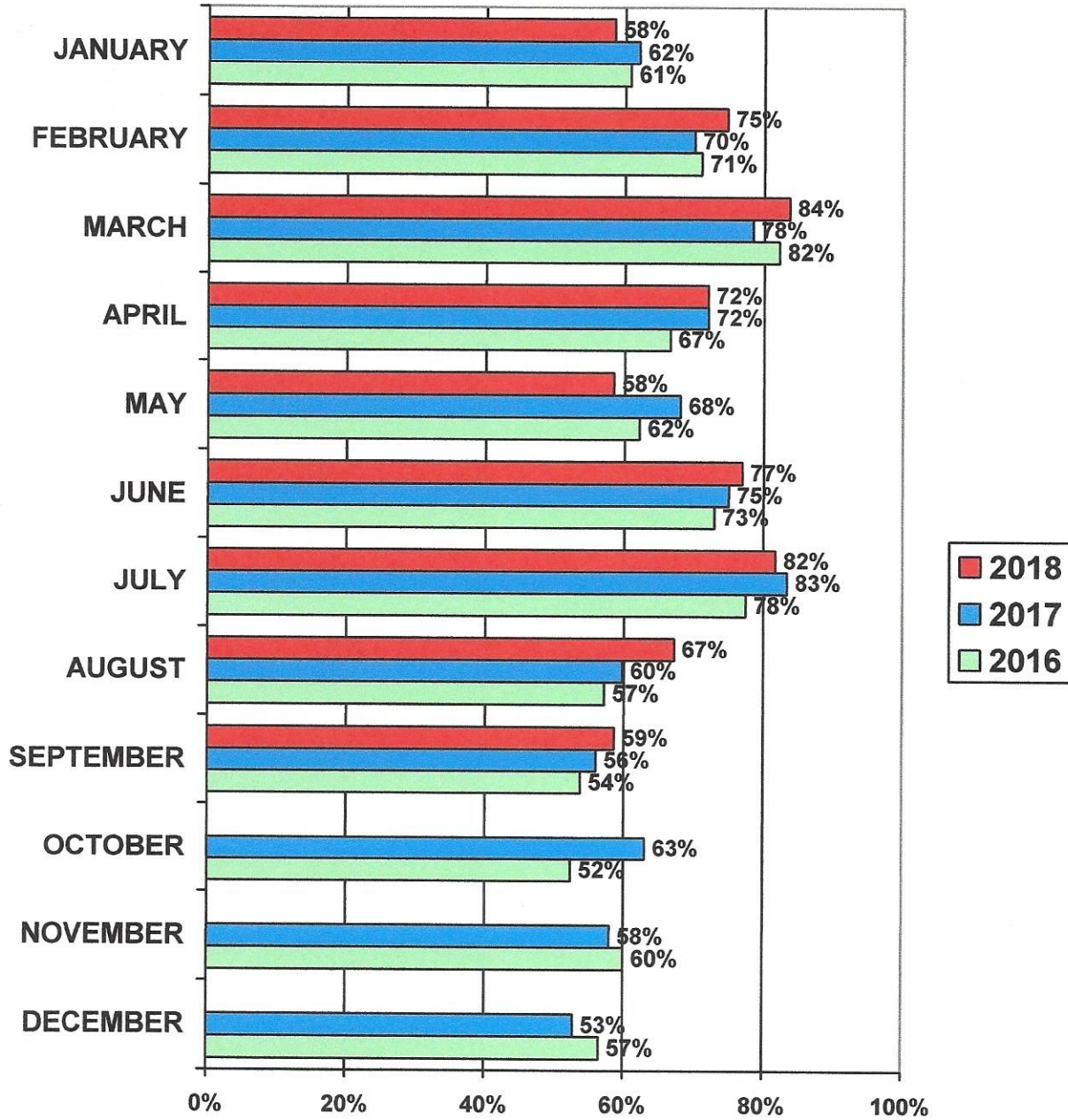
Our local hotels did have an influx of Hurricane Florence evacuees from North Carolina and South Carolina for 4-6 days. Red Tide was still on the west coast of Florida and possibly helped boost the area Occupancy and Average Daily Rate.

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

EF/LK

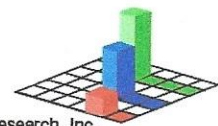


HALIFAX AREA HOTEL/MOTEL OCCUPANCY 2016 - 2018

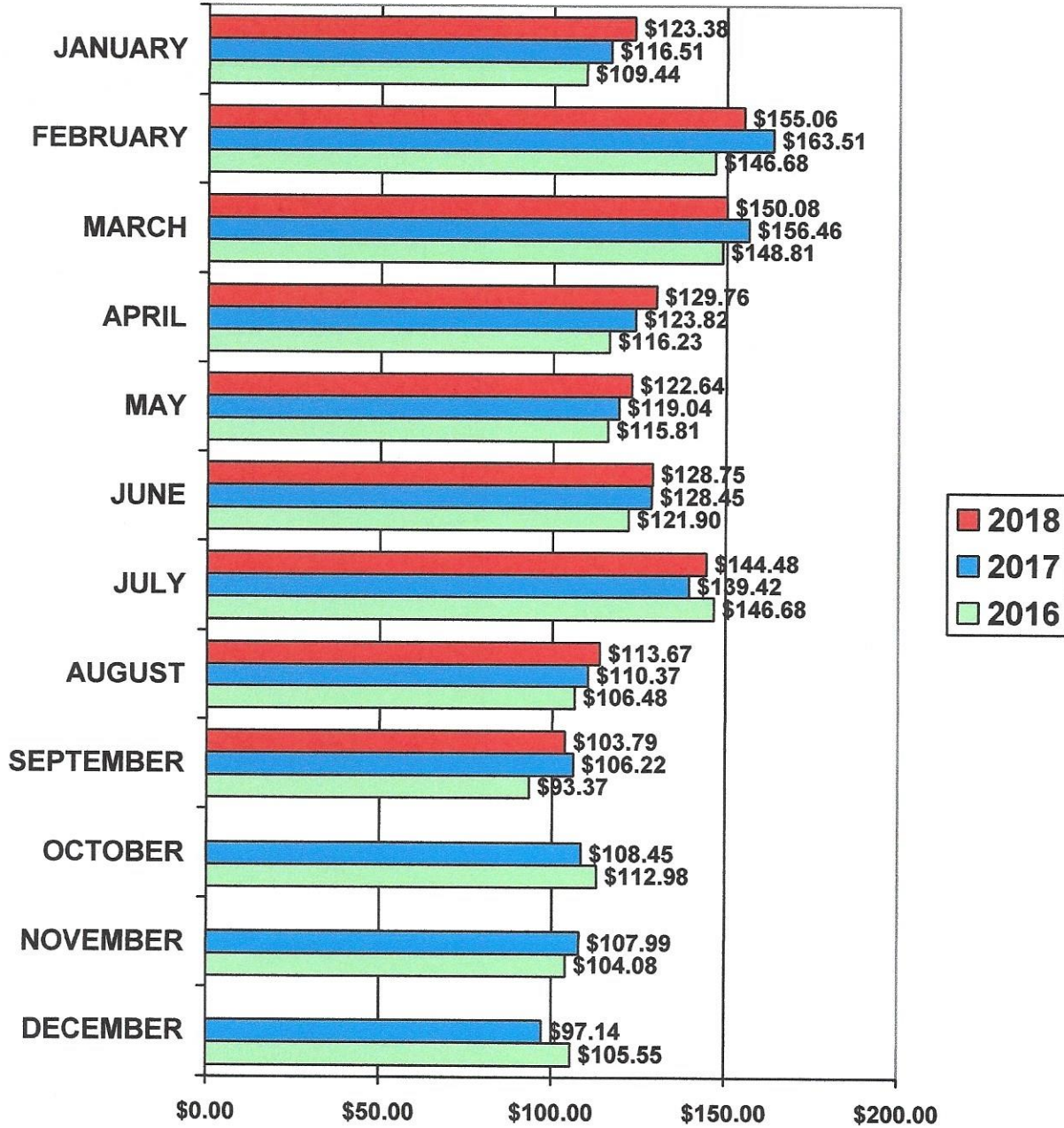


2018 YTD AVG. 70%
2017 YTD AVG. 70%
2016 YTD AVG. 67%

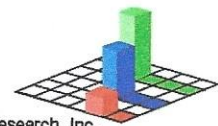
SEPT 2018 HIGH 86%
SEPT 2018 LOW 28%



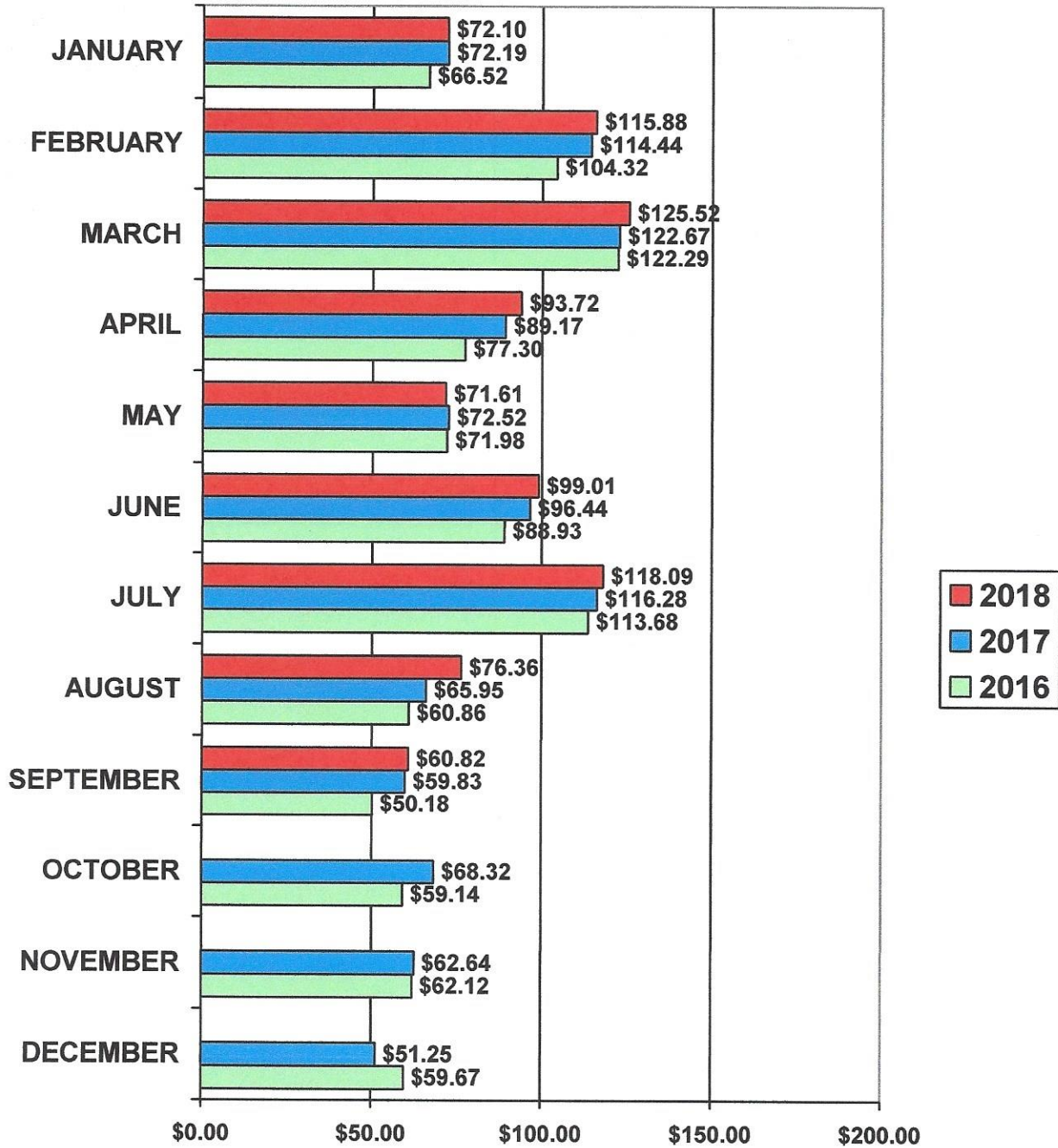
HALIFAX AREA HOTEL/MOTEL AVERAGE DAILY RATE 2016 - 2018



2018 YTD AVG. \$132.32 SEPT 2018 HIGH \$ 167.62
 2017 YTD AVG. \$130.81 SEPT 2018 LOW \$ 57.13
 2016 YTD AVG. \$125.44



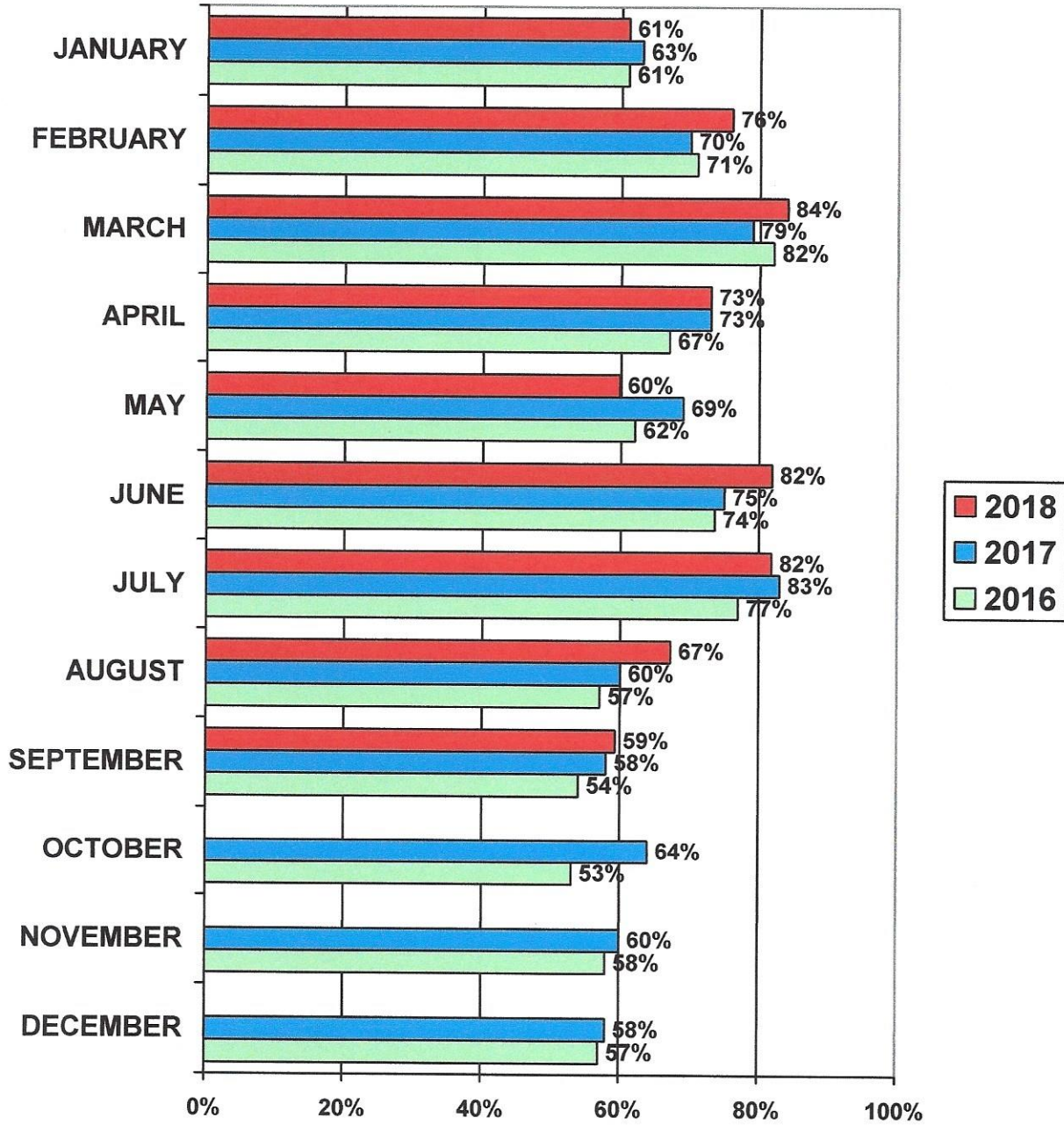
HALIFAX AREA HOTEL/MOTEL REV PAR BY MONTH 2016 - 2018



2018 YTD AVG. \$ 93.22
 2017 YTD AVG. \$ 89.82
 2016 YTD AVG. \$ 84.40



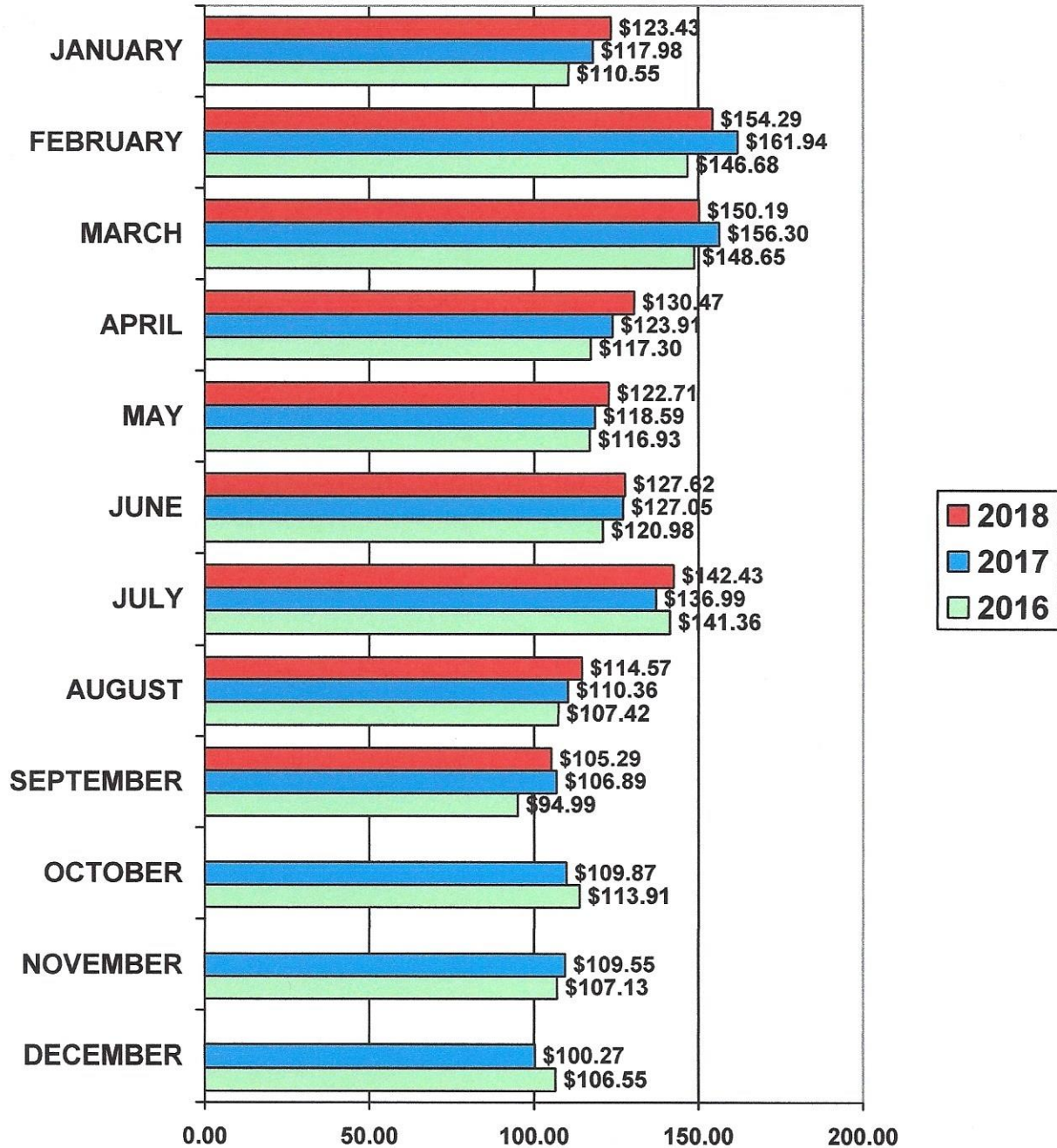
VOLUSIA HOTEL/MOTEL OCCUPANCY 2016 - 2018



2018 YTD AVG. 71%
2017 YTD AVG. 70%
2016 YTD AVG. 67%

SEPT 2018 HIGH 81%
SEPT 2018 LOW 28%

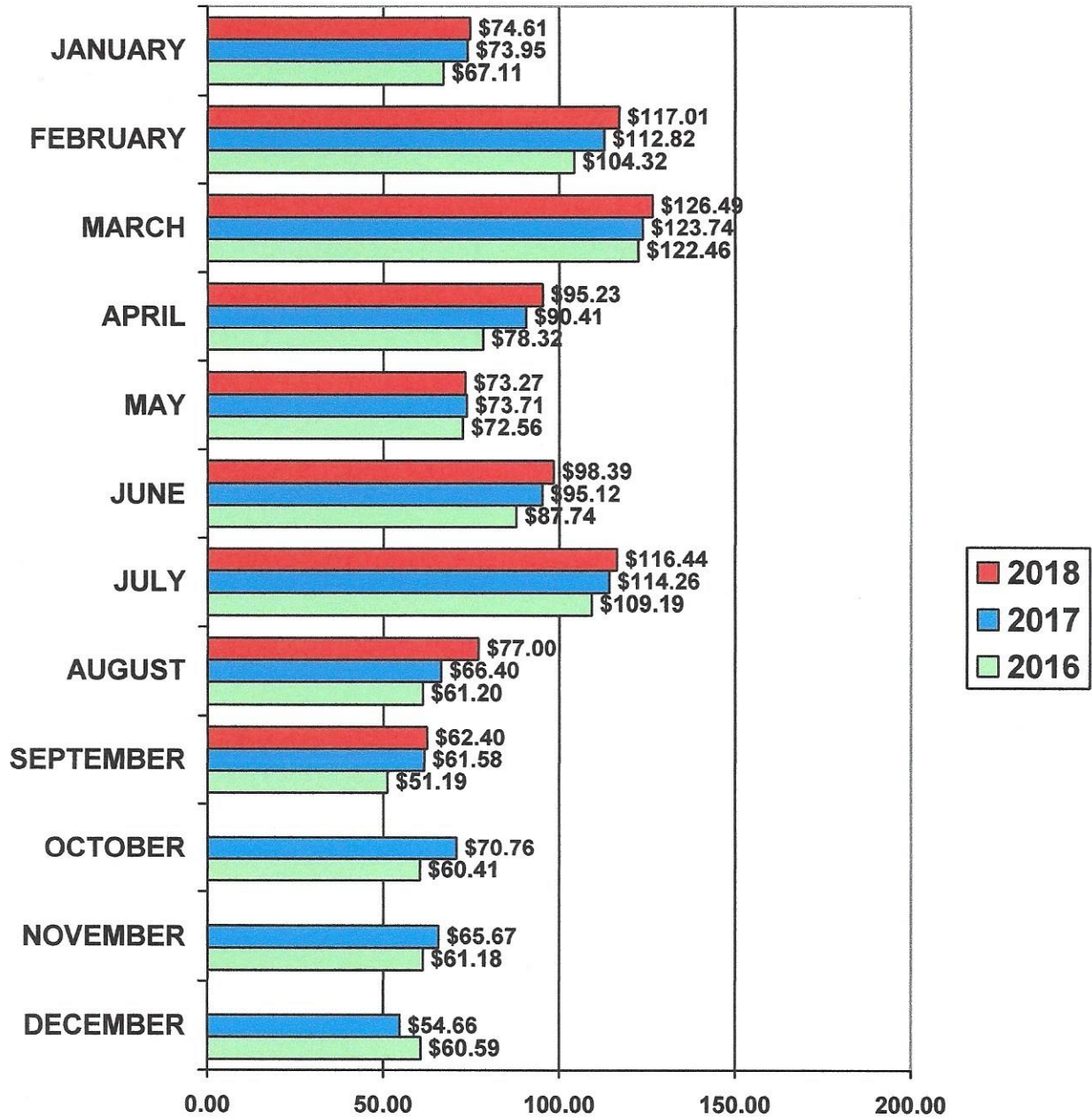
VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2016 - 2018



2018 YTD AVG. \$132.08 SEPT 2018 HIGH \$ 173.09
 2017 YTD AVG. \$130.16 SEPT 2018 LOW \$ 57.13
 2016 YTD AVG. \$125.19



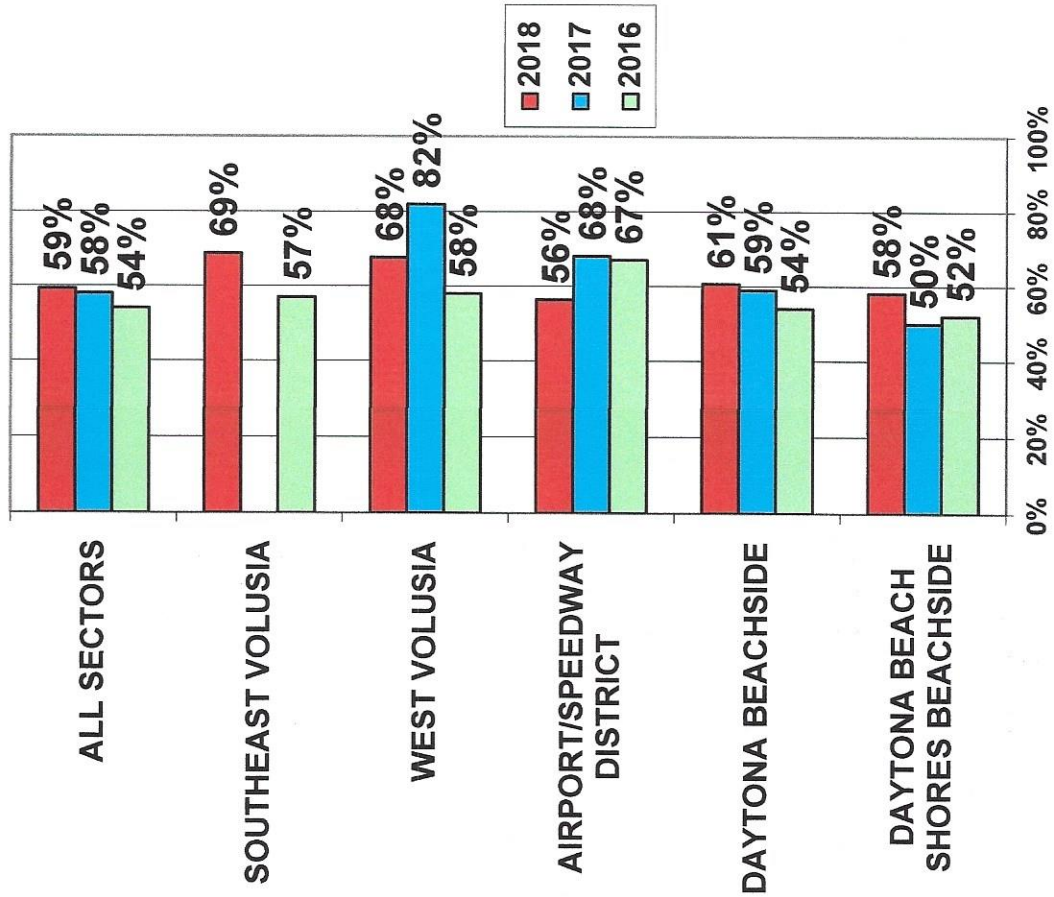
VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2016 - 2018



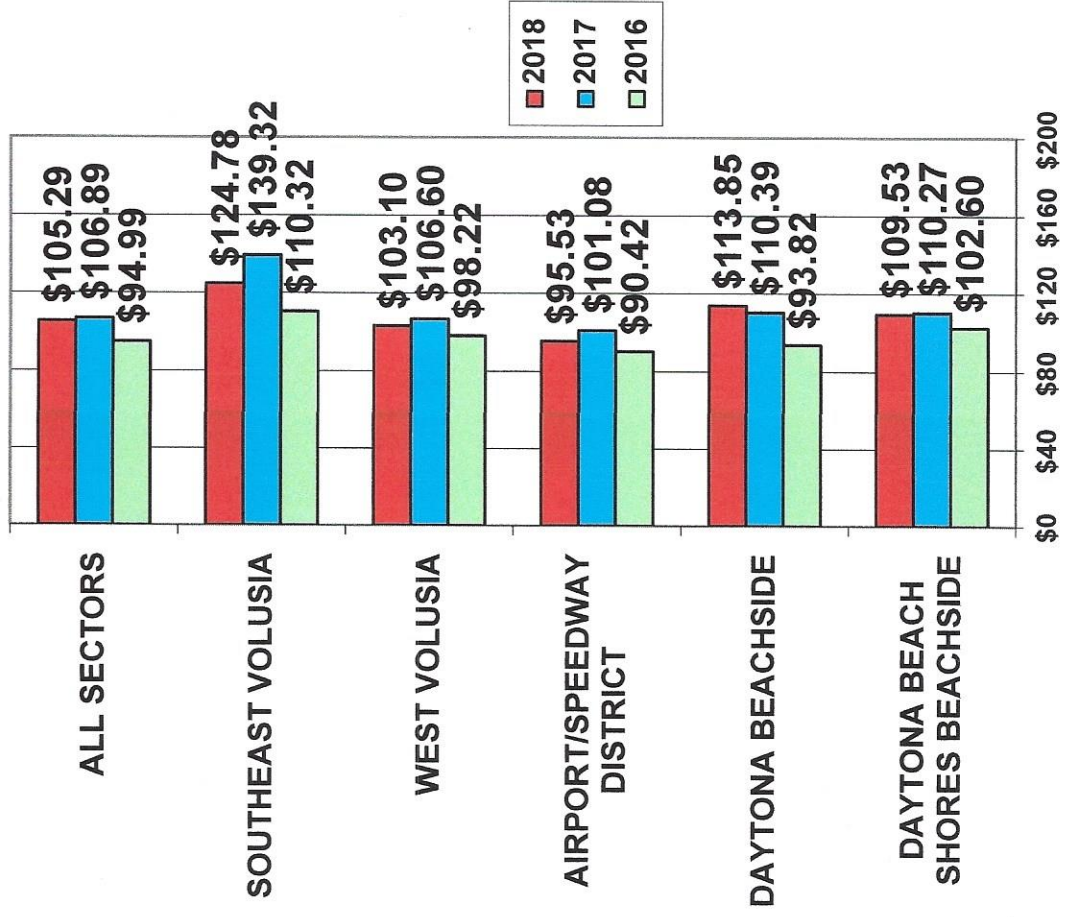
2018 YTD AVG. \$ 94.00
2017 YTD AVG. \$ 90.12
2016 YTD AVG. \$ 84.40



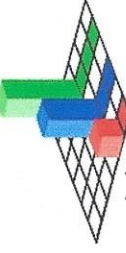
**VOLUSIA OCCUPANCY BY
AREA SECTORS -
SEPTEMBER 2016 - 2018**



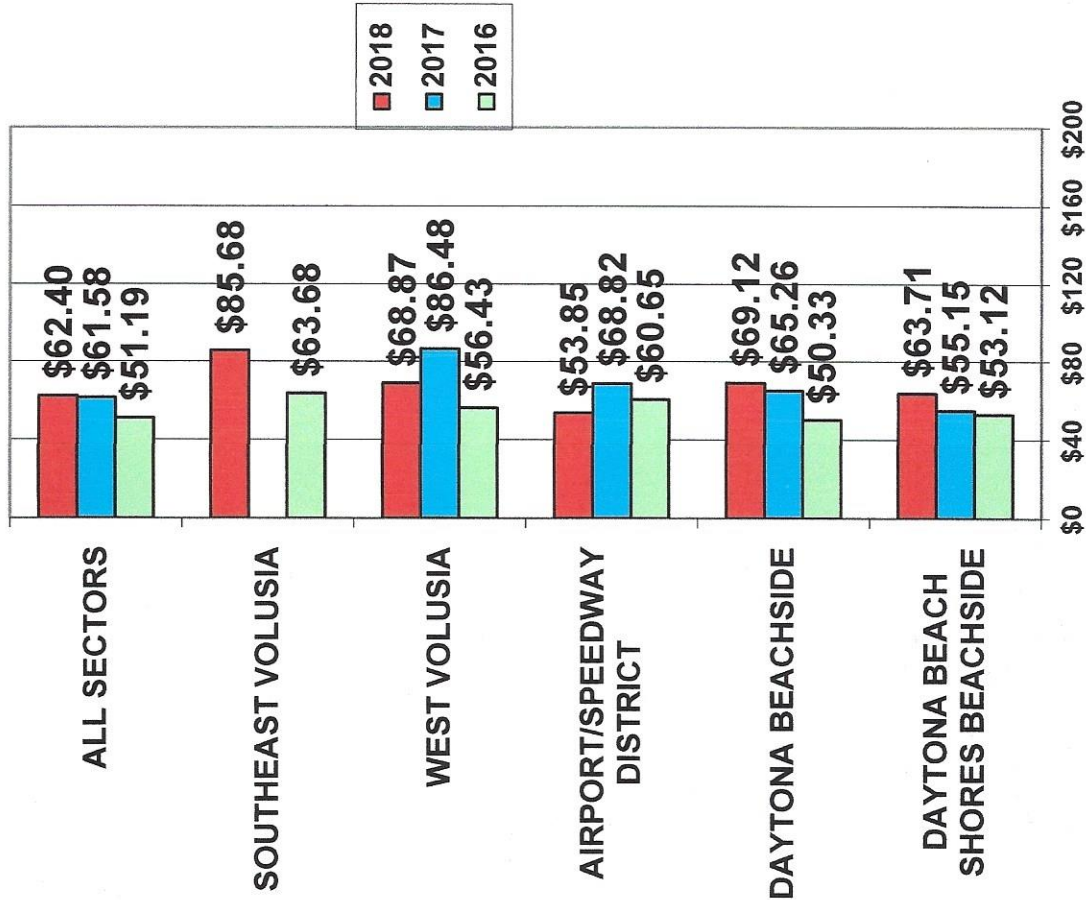
**VOLUSIA AVERAGE DAILY RATE BY
AREA SECTORS -
SEPTEMBER 2016 - 2018**



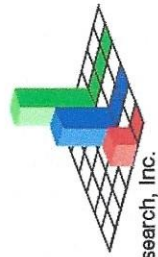
AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.



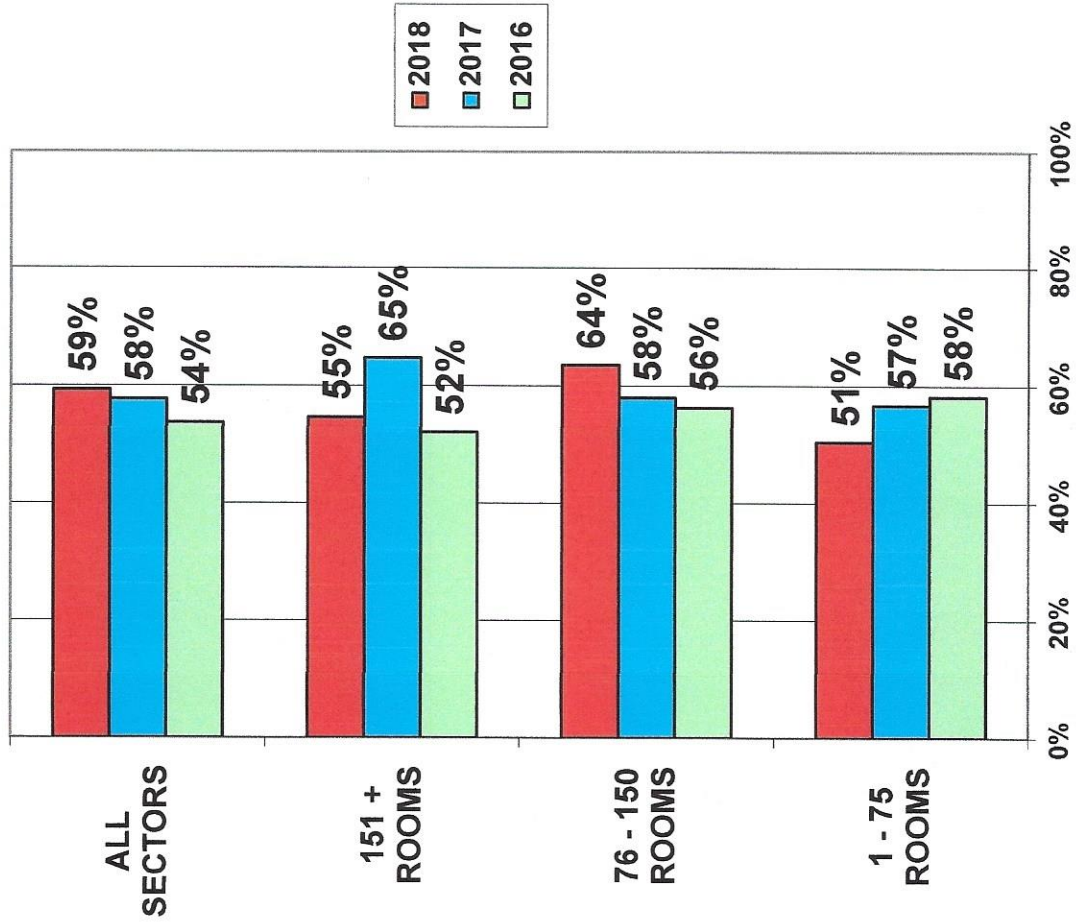
**VOLUSIA AVERAGE DAILY RATE BY
AREA SECTORS -
SEPTEMBER 2016 - 2018**



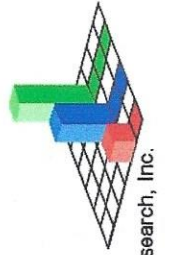
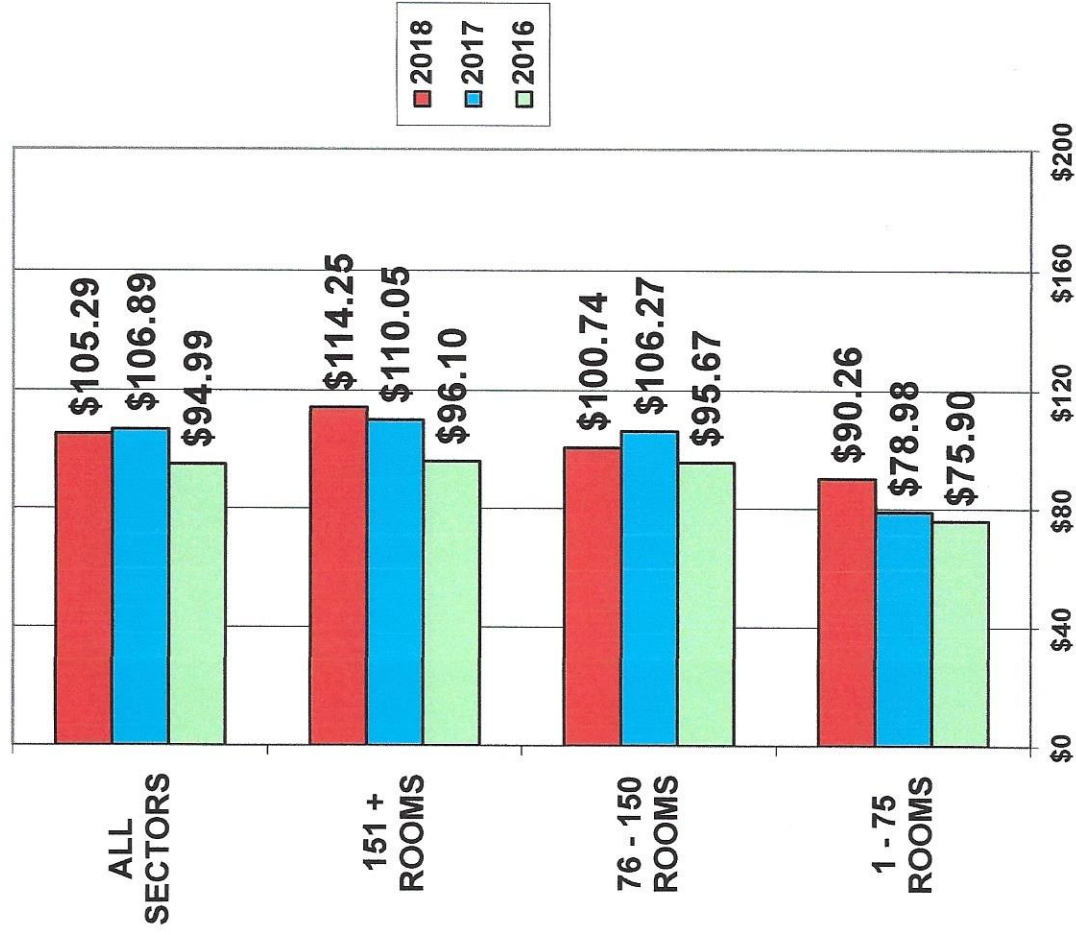
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PROPERTIES REPORTING ARE NOT INCLUDED.



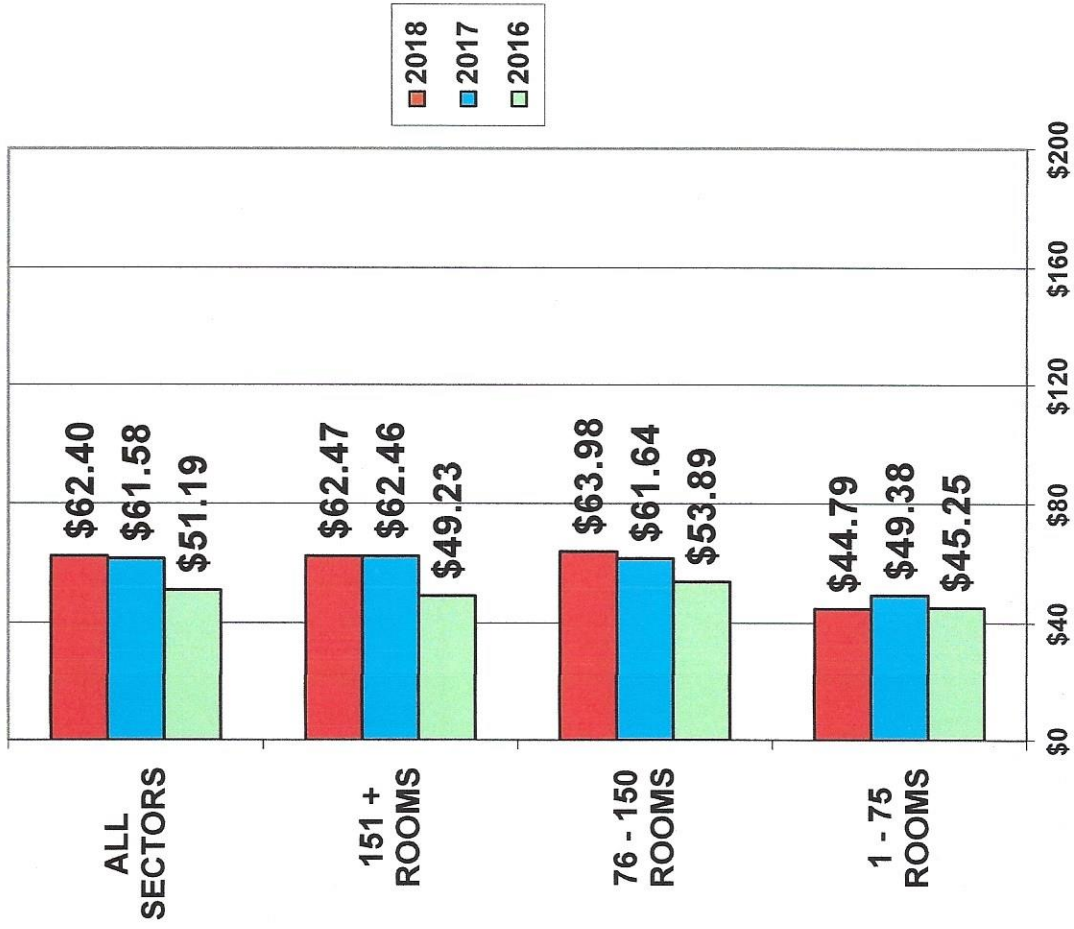
**VOLUSIA OCCUPANCY BY
PROPERTY SIZE -
SEPTEMBER 2016 - 2018**



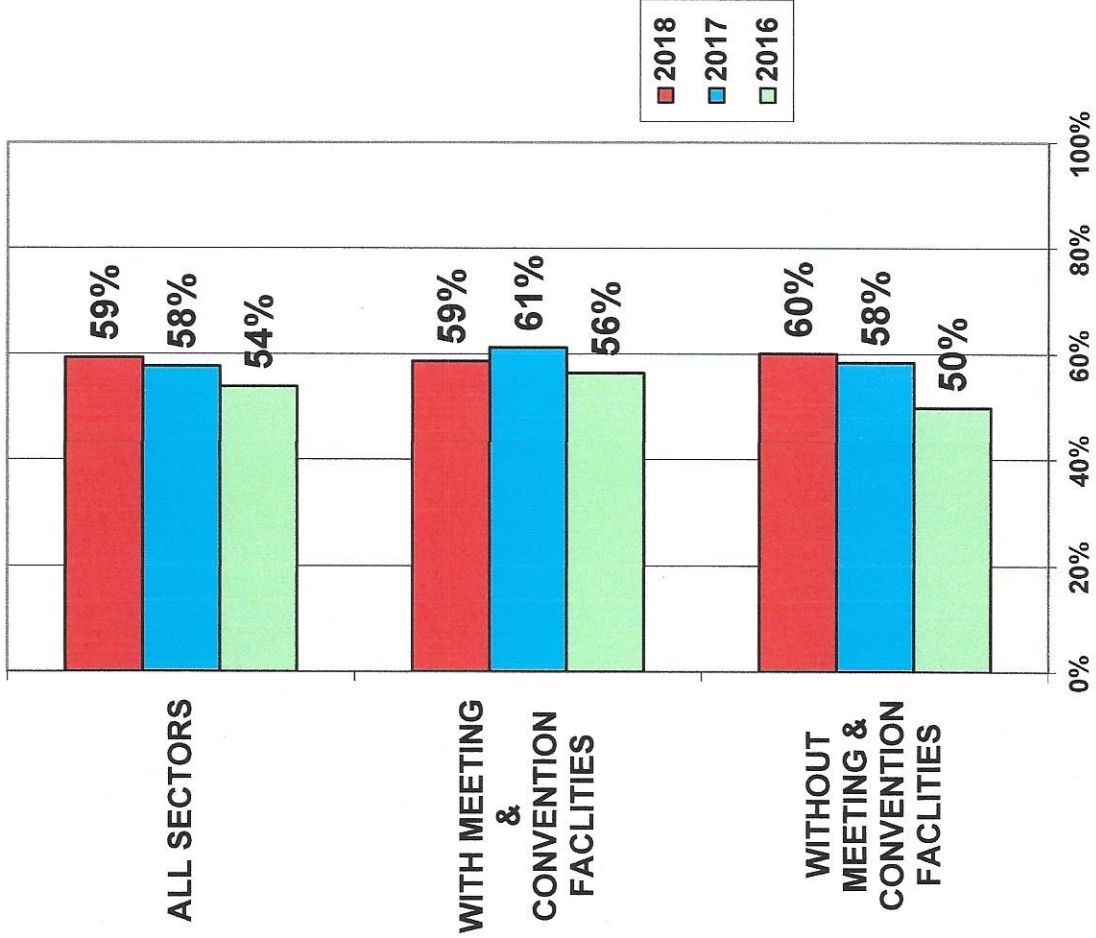
**VOLUSIA AVERAGE DAILY RATE BY
PROPERTY SIZE -
SEPTEMBER 2016 - 2018**



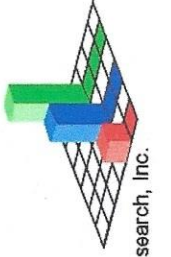
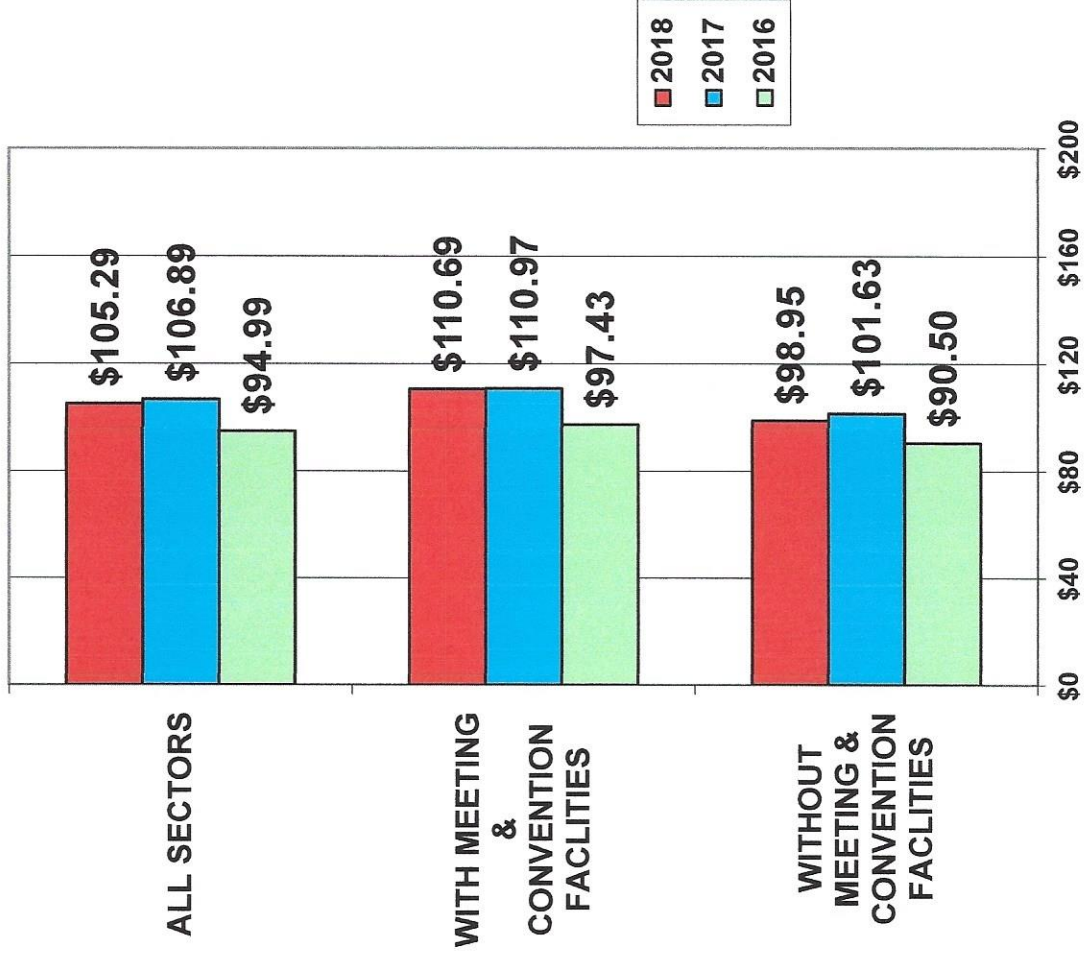
**VOLUSIA REV PAR BY
PROPERTY SIZE -
SEPTEMBER 2016 - 2018**



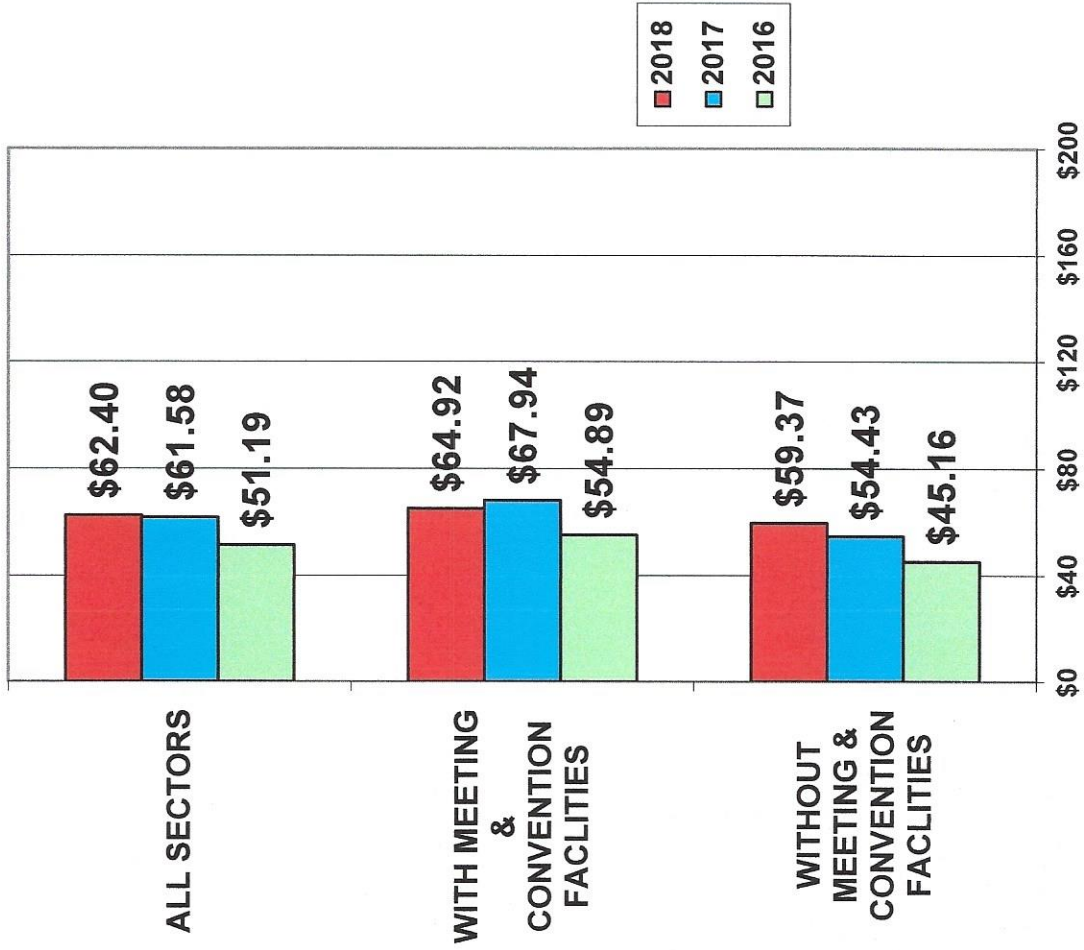
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - SEPTEMBER 2016 - 2018



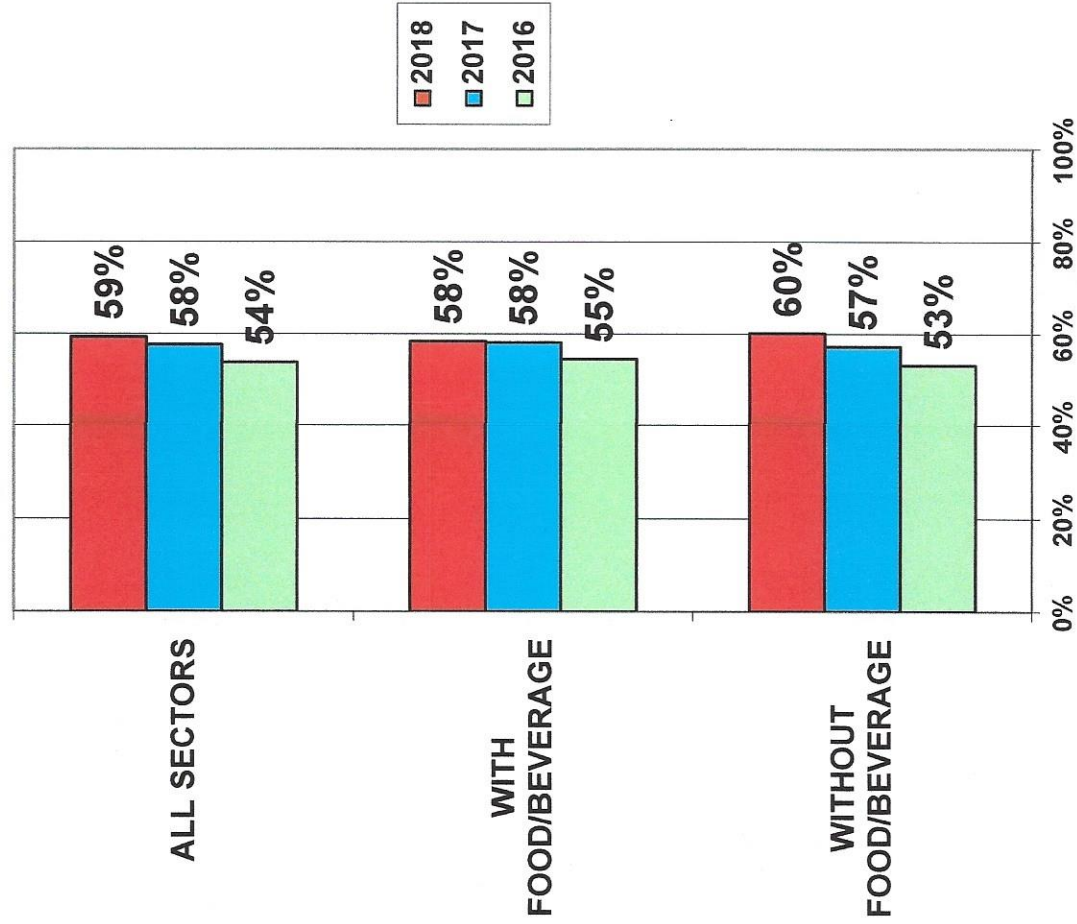
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - SEPTEMBER 2016 - 2018



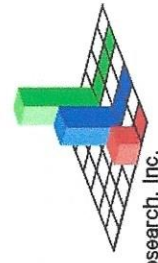
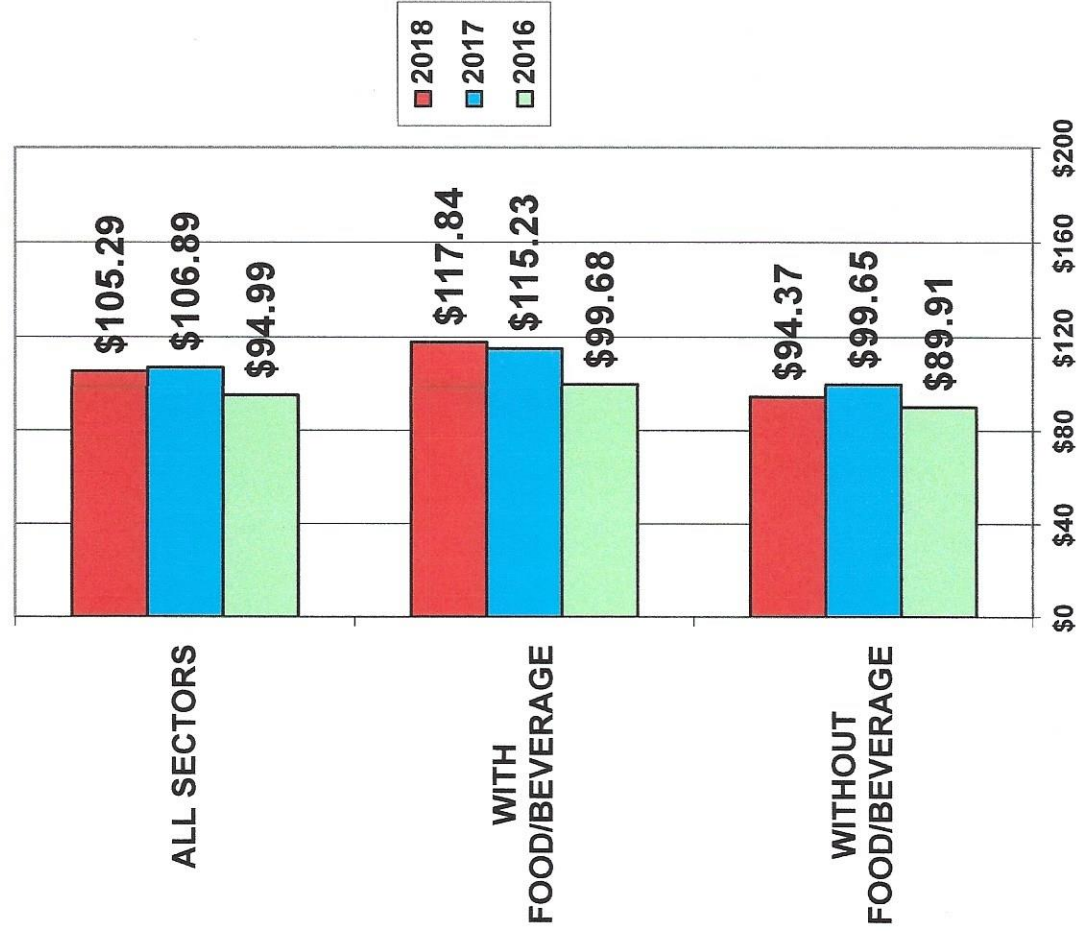
**VOLUSIA REV PAR
BY MEETING & CONVENTION
FACILITIES - SEPTEMBER 2016 - 2018**



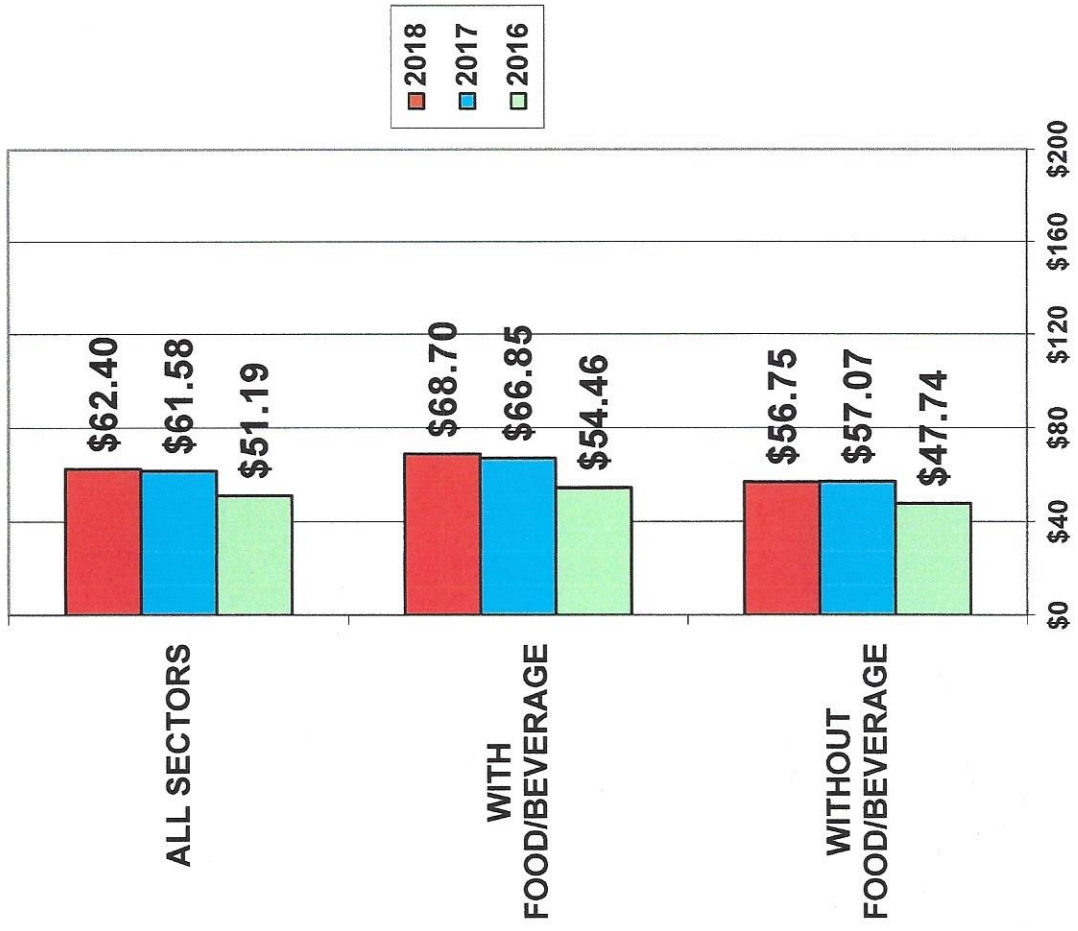
**VOLUSIA OCCUPANCY BY
FOOD/BEVERAGE -
SEPTEMBER 2016 - 2018**



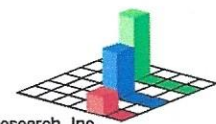
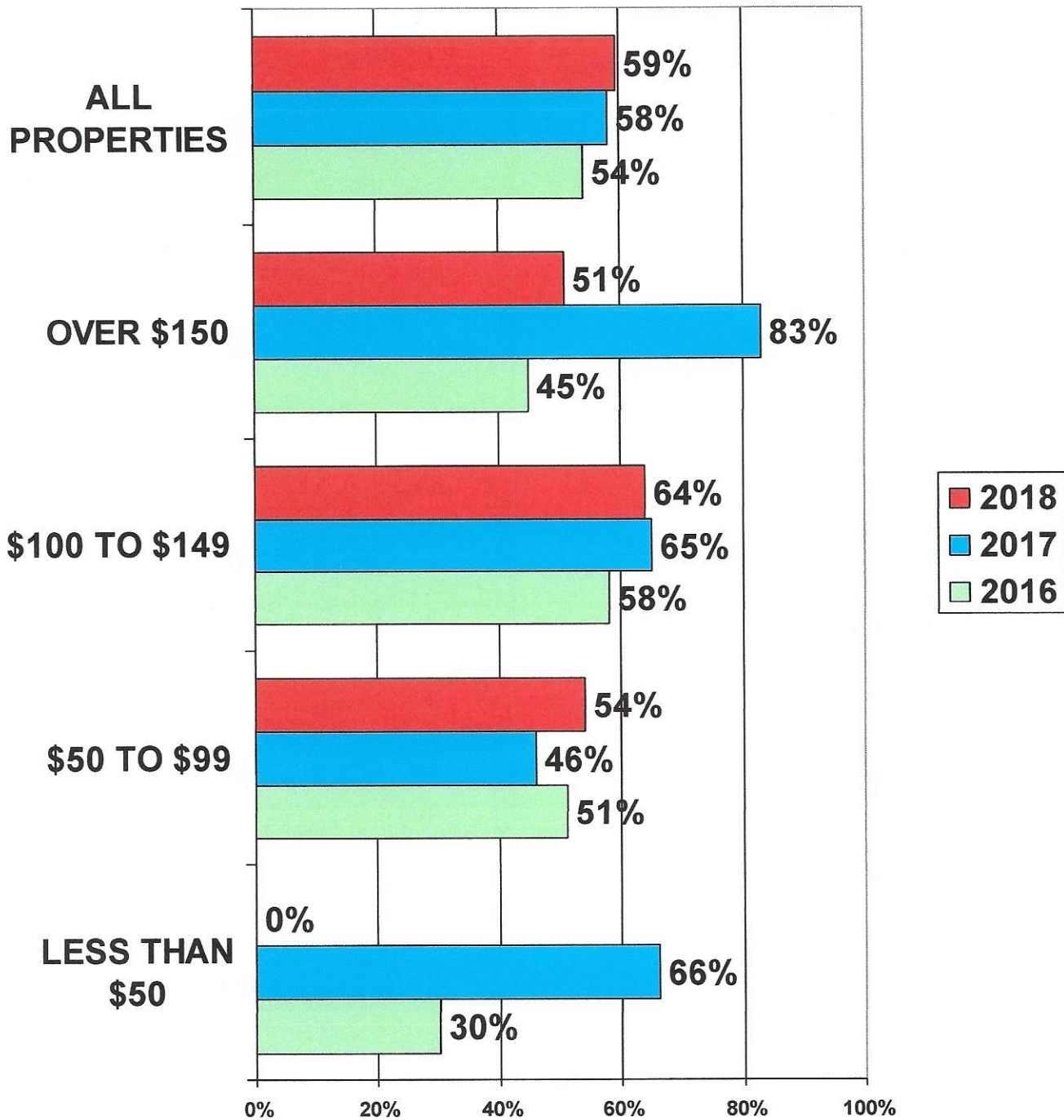
**VOLUSIA AVERAGE DAILY RATE BY
FOOD/BEVERAGE
SEPTEMBER 2016 - 2018**



**VOLUSIA REV PAR BY
FOOD/BEVERAGE
SEPTEMBER 2016 - 2018**

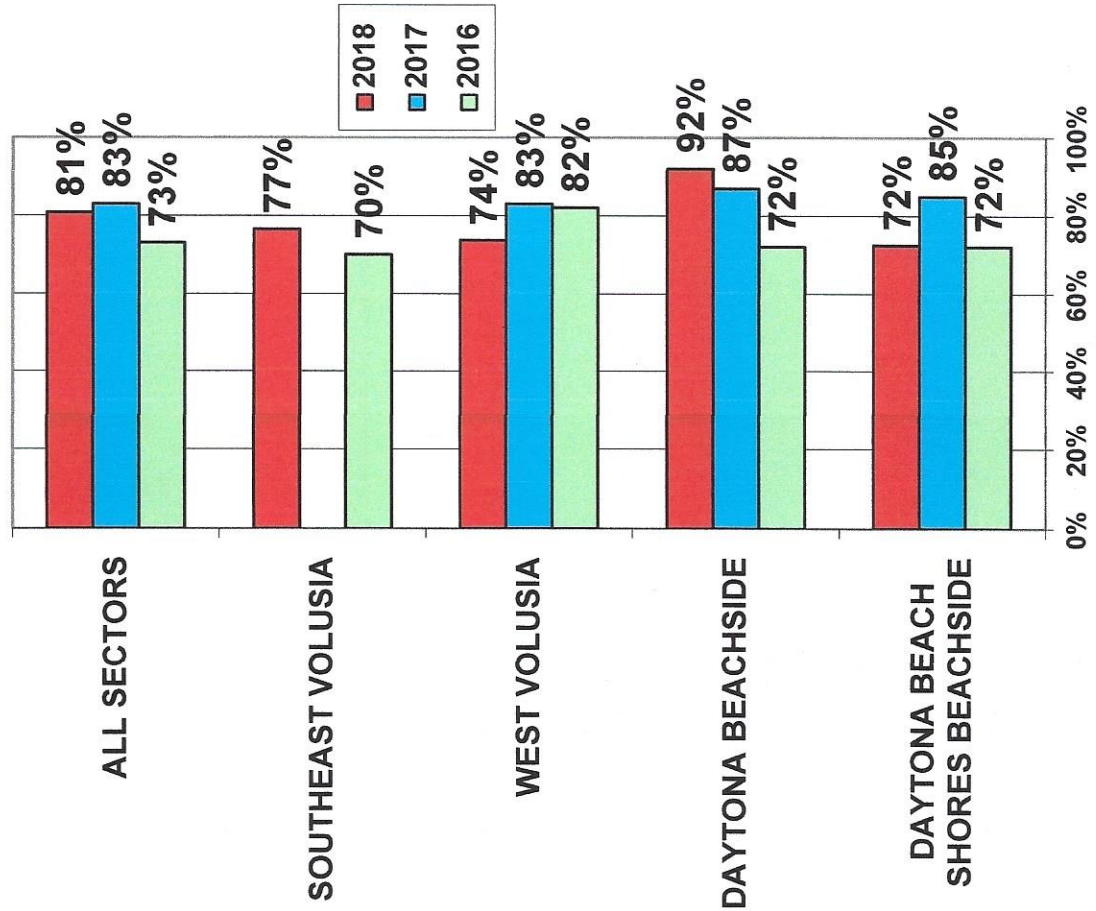


VOLUSIA HOTEL/MOTEL OCCUPANCY BY PRICE RANGE - SEPTEMBER 2016 - 2018

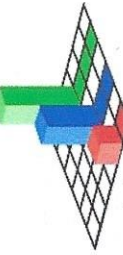
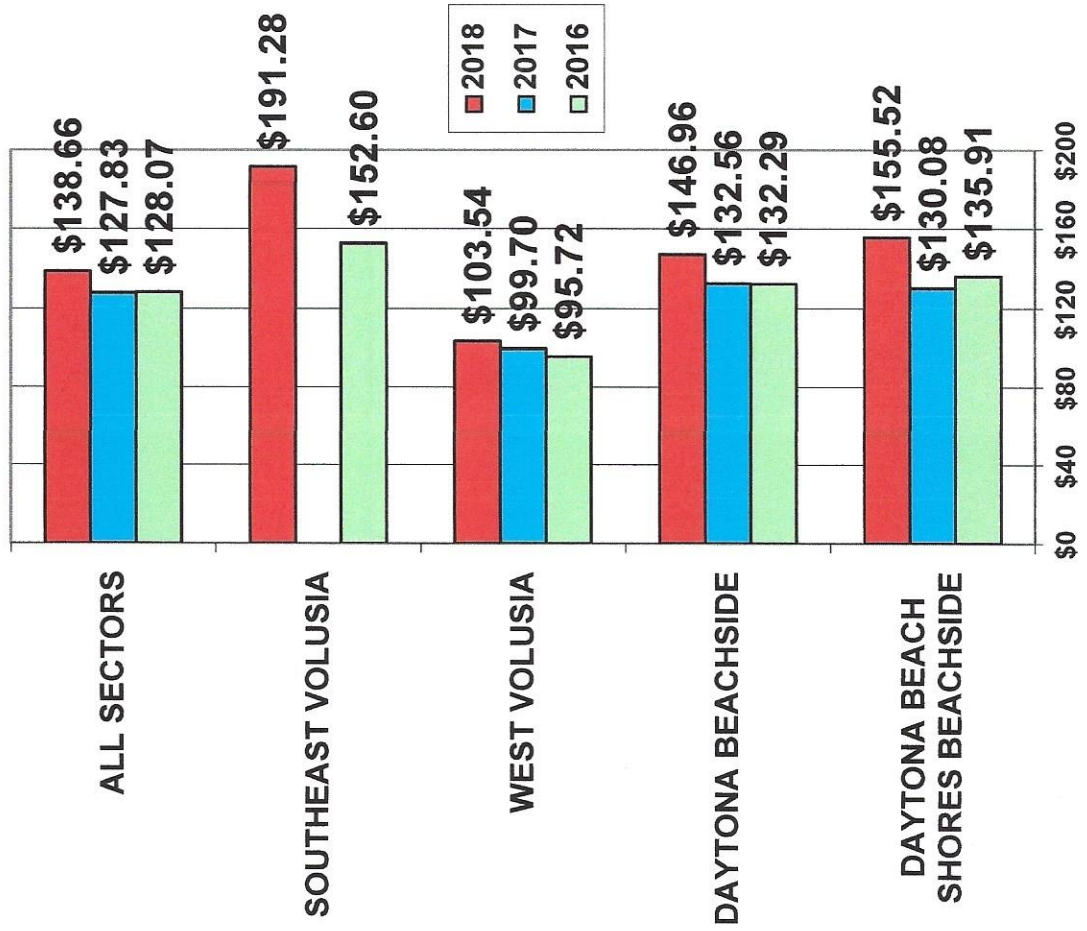


Mid-Florida Marketing & Research, Inc.

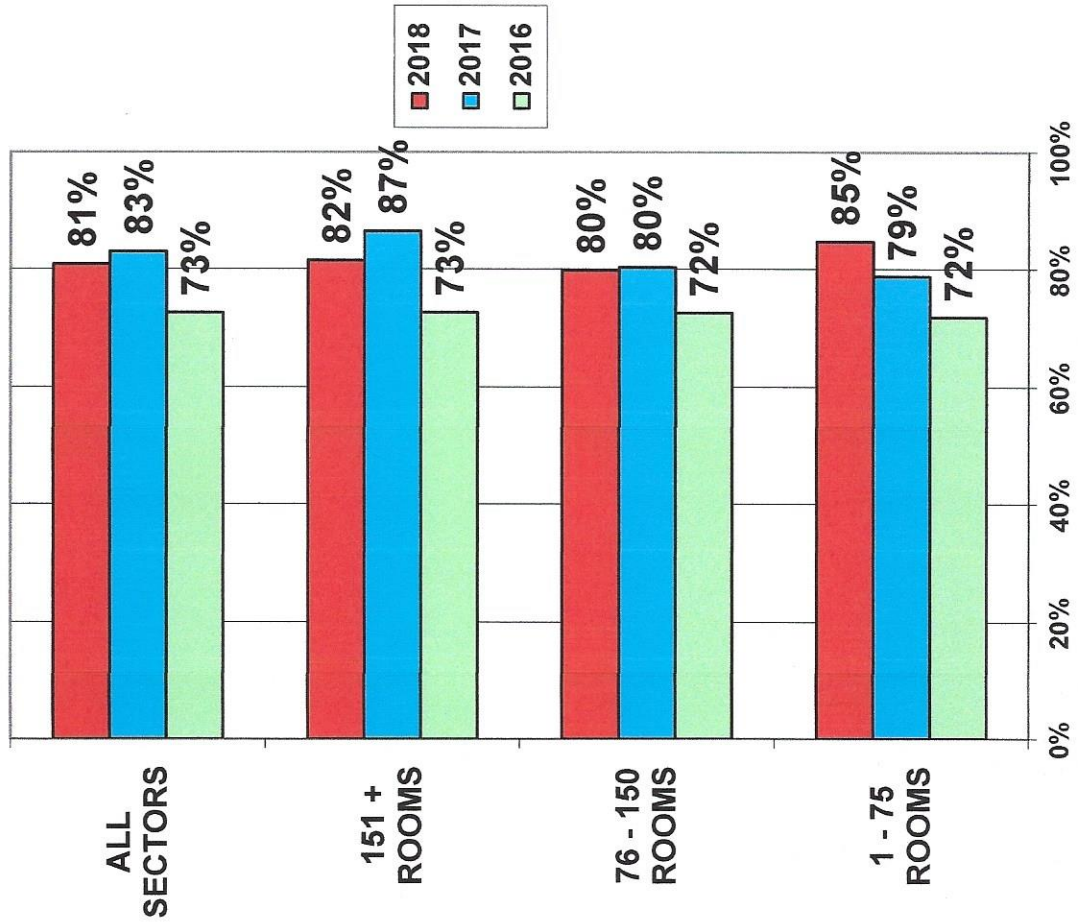
**VOLUSIA OCCUPANCY BY
AREA SECTORS -
LABOR DAY WEEKEND 2016 - 2018**



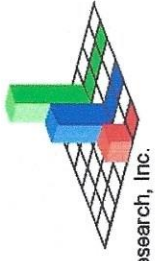
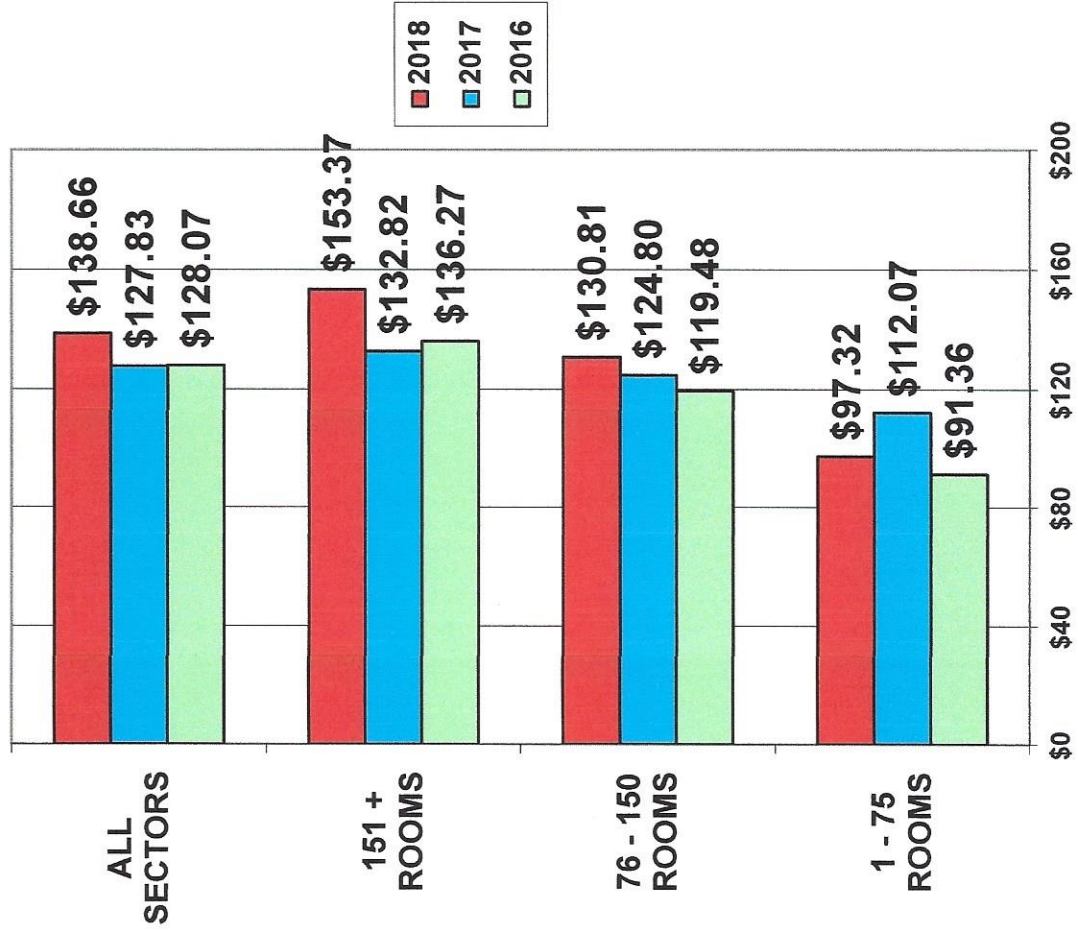
**VOLUSIA AVERAGE DAILY RATE BY
AREA SECTORS -
LABOR DAY WEEKEND 2016 - 2018**



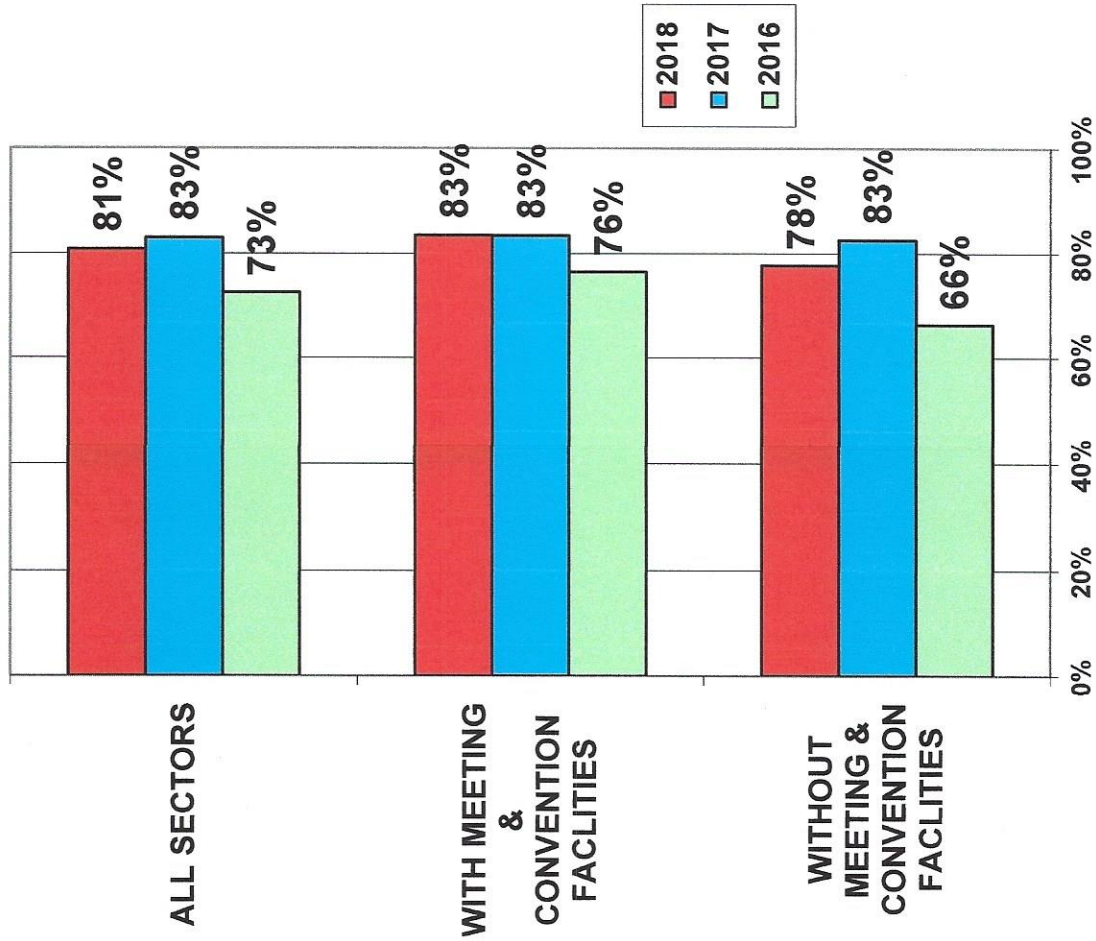
**VOLUSIA OCCUPANCY BY
PROPERTY SIZE -
LABOR DAY WEEKEND 2016 - 2018**



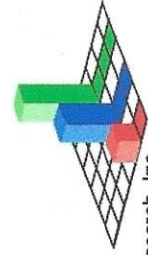
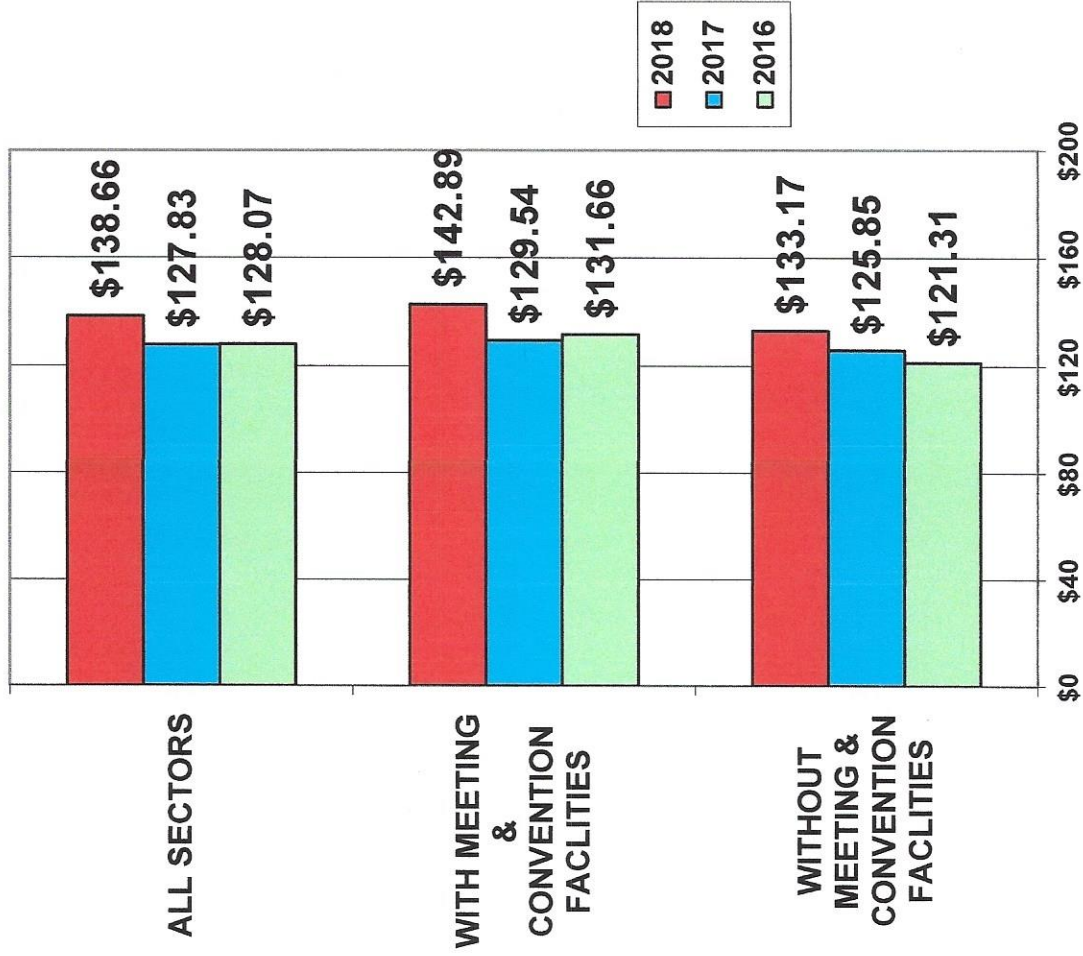
**VOLUSIA AVERAGE DAILY RATE BY
PROPERTY SIZE -
LABOR DAY WEEKEND 2016 - 2018**



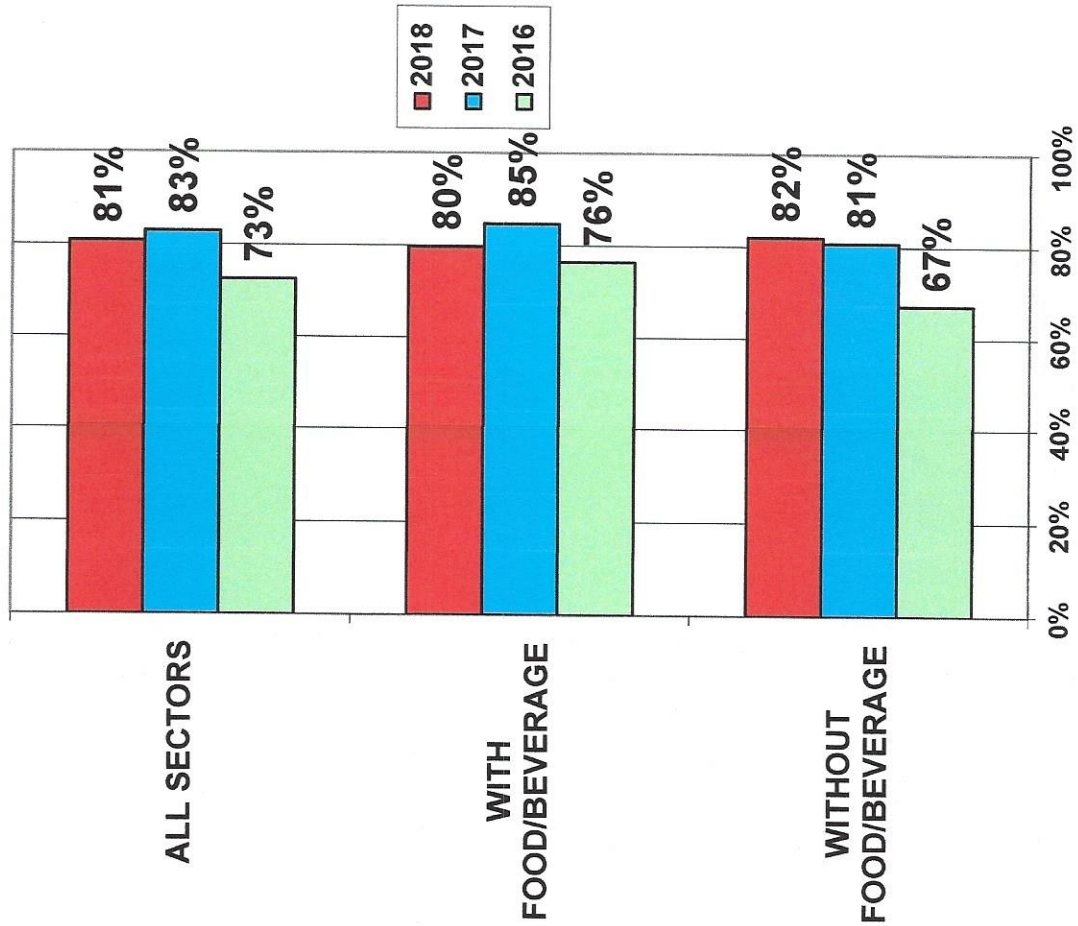
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - LABOR DAY WEEKEND 2016 - 2018



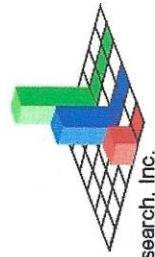
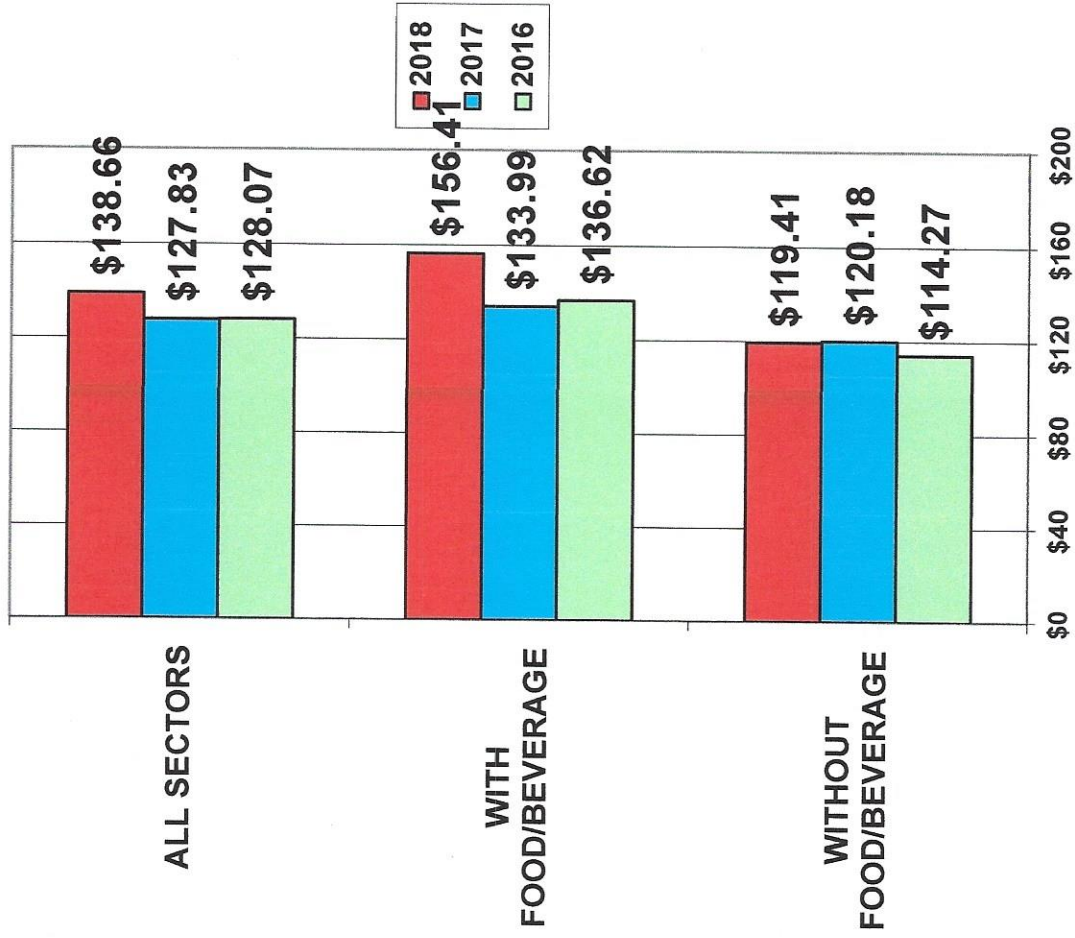
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - LABOR DAY WEEKEND 2016 - 2018



**VOLUSIA OCCUPANCY BY
FOOD/BEVERAGE -
LABOR DAY WEEKEND 2016 - 2018**



**VOLUSIA AVERAGE DAILY RATE BY
FOOD/BEVERAGE
LABOR DAY WEEKEND 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			
BEST WESTERN PLUS AKU TIKI	132	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			
HAMPTON DAYTONA SHORES OCEANFRONT	111	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			
HYATT PLACE	143	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	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			
DAYTONA BEACHSIDE													
BEST WESTERN DAYTONA INN	96	X	X	X	X	X	X	X	X	X			
DAYTONA BEACH REGENCY	98	X	X	X	X	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	X	**		
HARD ROCK HOTEL	200	-	-	-	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	X	X	X	X	X			
HOLIDAY INN & SUITES 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			
NAUTILUS INN	90	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			
SILVER BEACH CLUB	74	X	X	X	X	X	X	X	X	X			
THE VILLA BED AND BREAKFAST	4	X	X	X	X	X	X	X	X	X			
WYNDHAM OCEAN WALK	127			X	X	X	X	X	X				



**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>
ORMOND BEACHSIDE													
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	X	X	X			
HIGHWAY I-95 INTERSECTIONS													
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			
CLARION INN DESTINATION DAYTONA	79	X	X	X	X		X	X		X			
SLEEP INN	82	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		
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	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		
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				
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

**Closed for renovations

