

Memo

To: HAAA
From: Evelyn Fine
Date: October 29, 2019
Subject: September 2019 Occupancy & Average Daily Rate Report

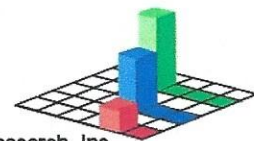
Overall Daytona Beach Area Occupancy decreased about 28%, to 42% in September 2019 from 59% in September 2018.

The Daytona Beach Area Average Daily Rate decreased about 4%, to \$99.70 in September 2019 from \$103.79 in September 2018.

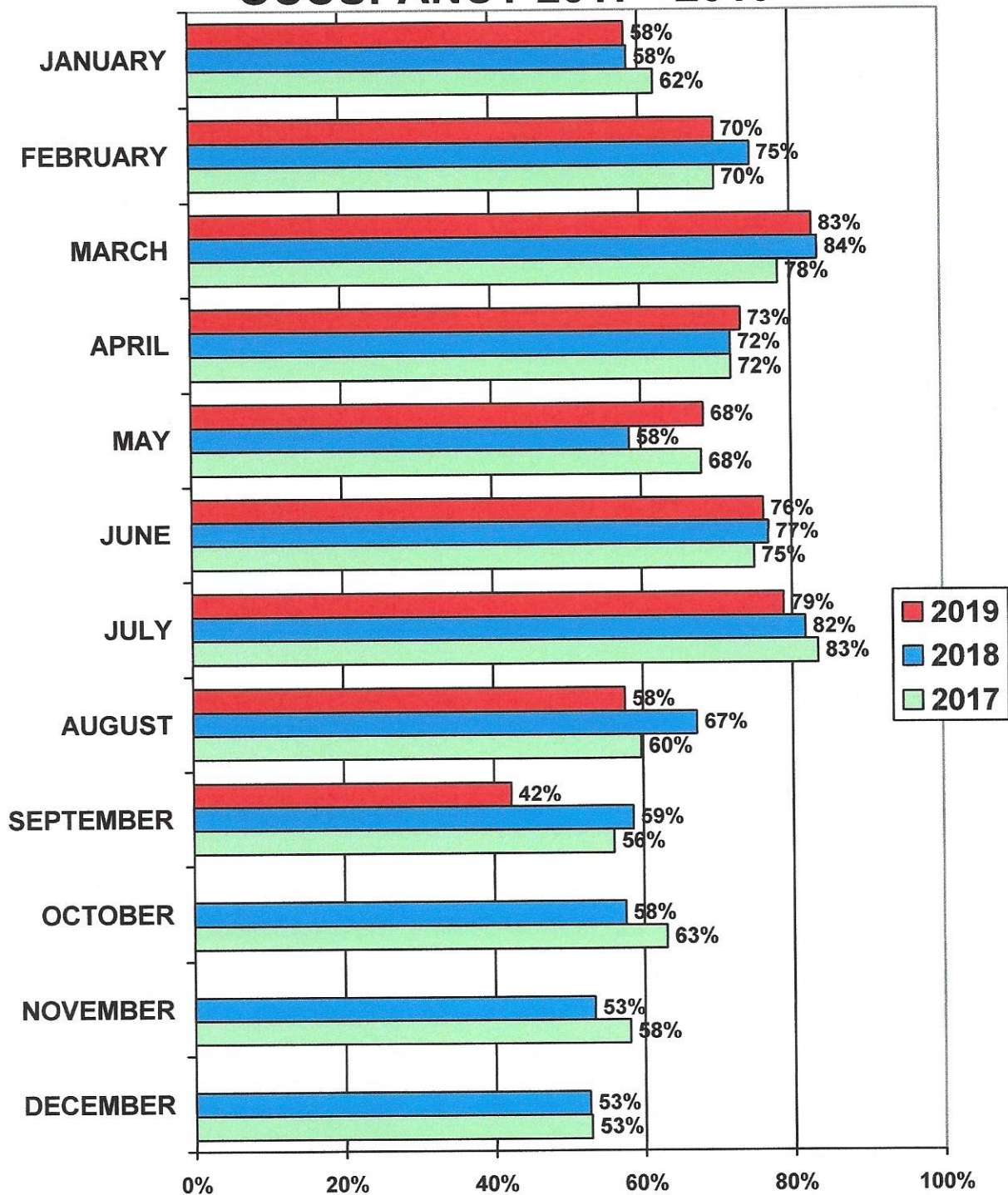
The Daytona Beach Area Revenue per Available Room decreased about 31%, to \$42.18 in September 2019 from \$60.82 in September 2018.

Coastal Volusia County was under a mandatory evacuation order due to the threat of Hurricane Dorian over Labor Day Weekend. Bad weather significantly impacted the Occupancy and Average Daily Rate for the month of September.

EF/LK



HALIFAX AREA HOTEL/MOTEL OCCUPANCY 2017 - 2019



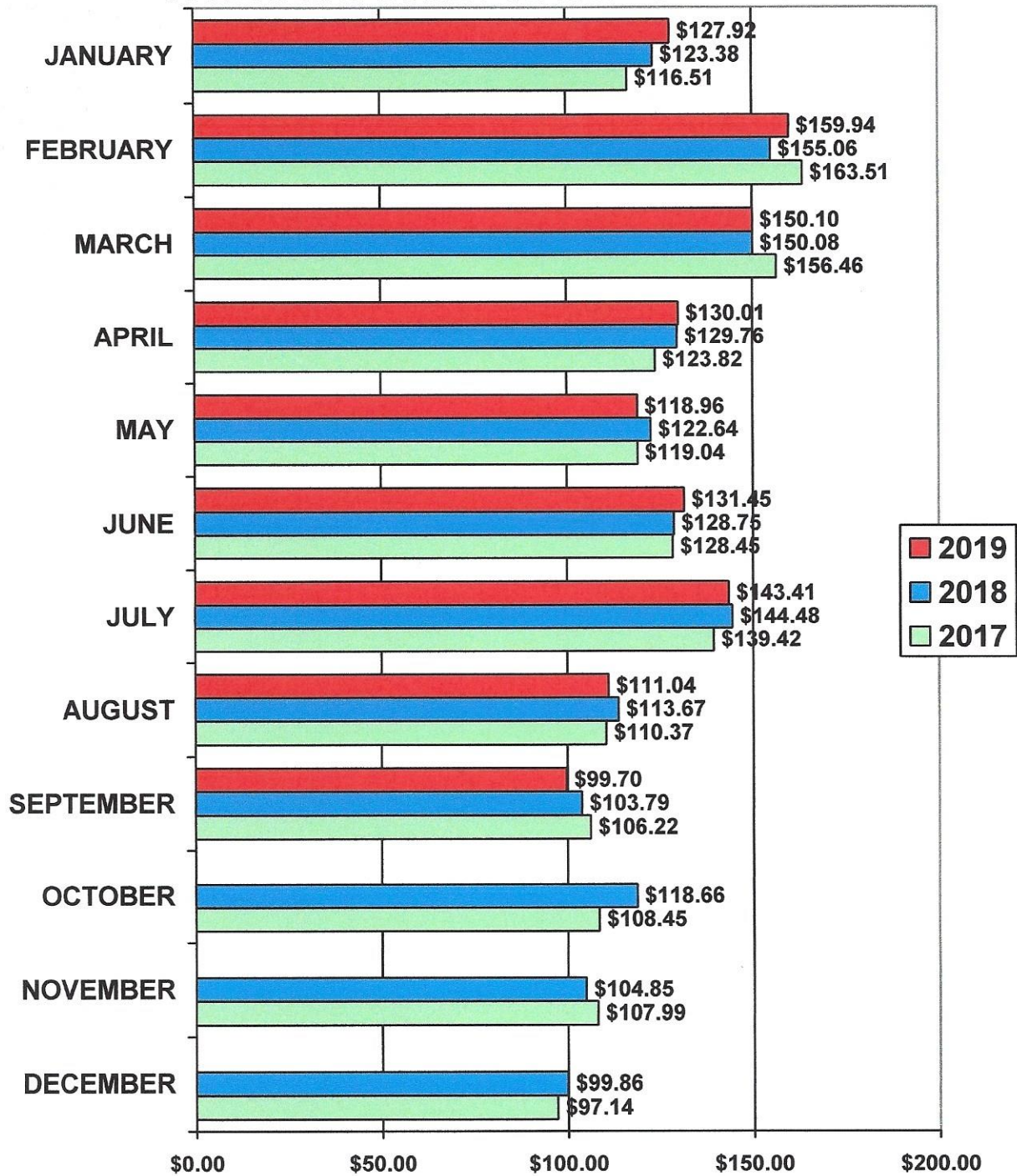
2019 YTD AVG. 68%
2018 YTD AVG. 70%
2017 YTD AVG. 70%

SEPTEMBER 2019
SEPTEMBER 2019

HIGH 76%
LOW 17%



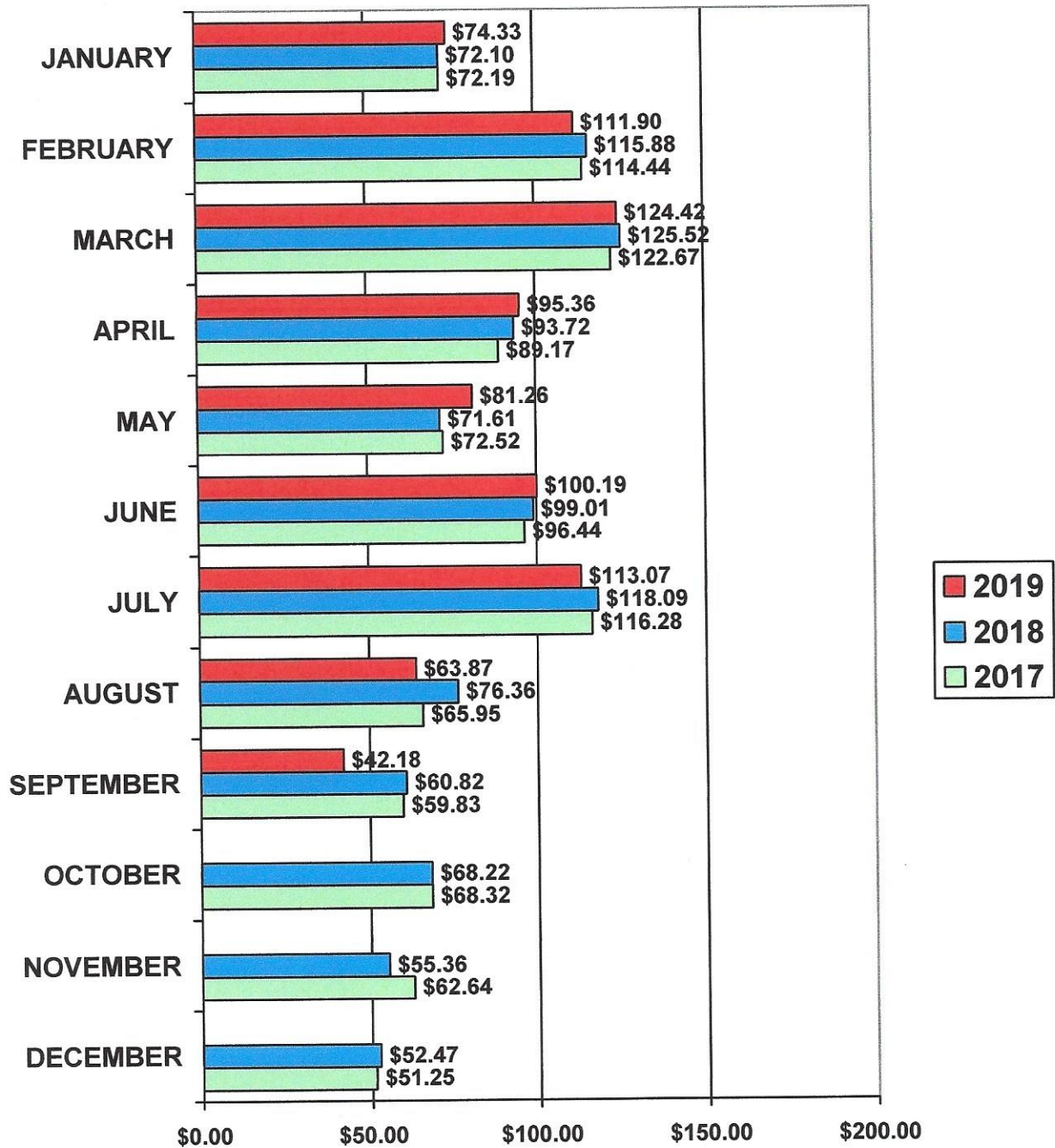
HALIFAX AREA HOTEL/MOTEL AVERAGE DAILY RATE 2017 - 2019



2019 YTD AVG. \$132.92 SEPTEMBER 2019 HIGH \$ 148.03
 2018 YTD AVG. \$132.32 SEPTEMBER 2019 LOW \$ 59.79
 2017 YTD AVG. \$130.81



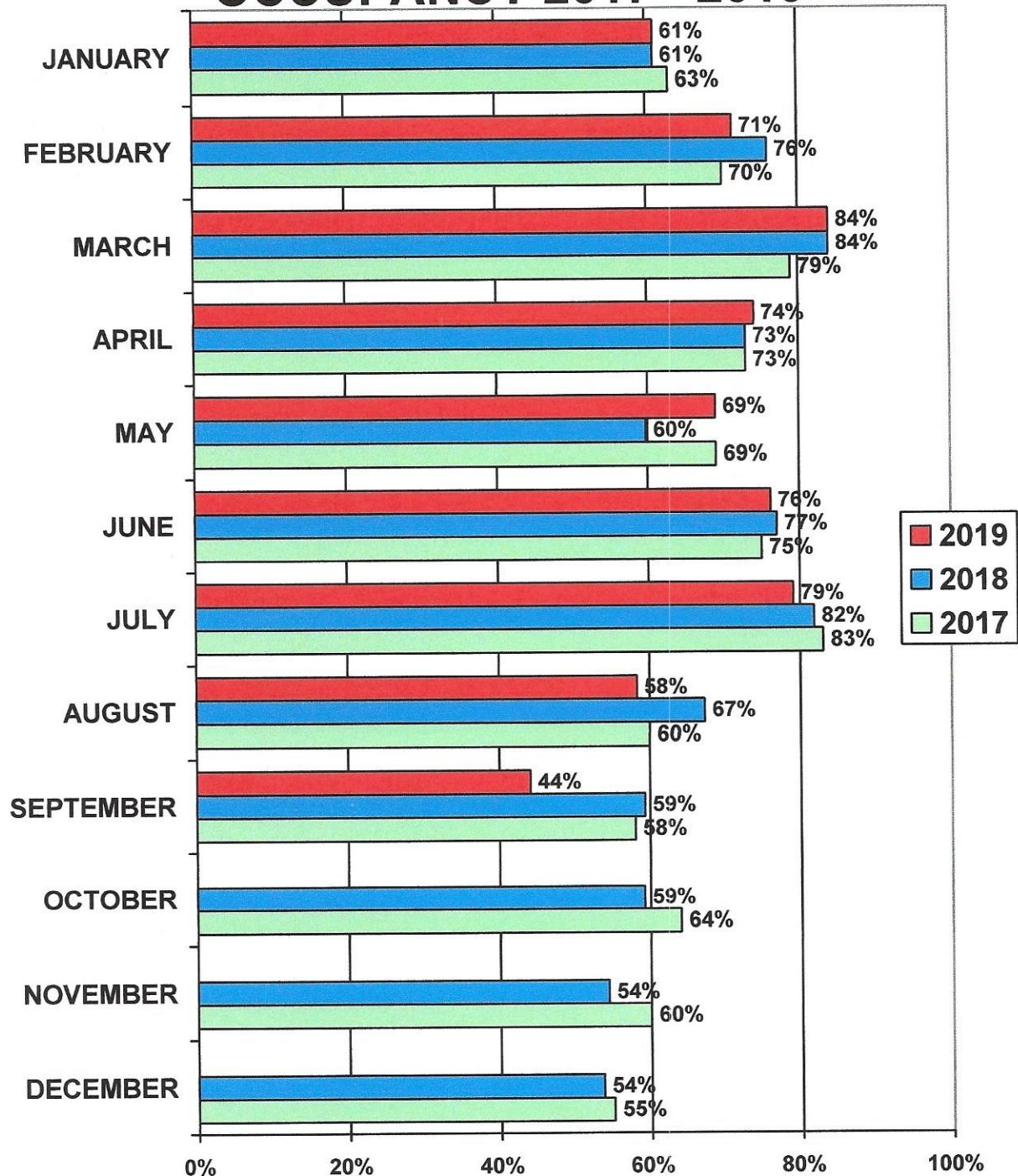
HALIFAX AREA HOTEL/MOTEL REV PAR BY MONTH 2017 - 2019



2019 YTD AVG. \$ 90.18
 2018 YTD AVG. \$ 93.22
 2017 YTD AVG. \$ 89.82

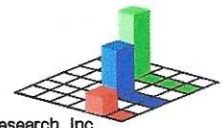


VOLUSIA HOTEL/MOTEL OCCUPANCY 2017 - 2019

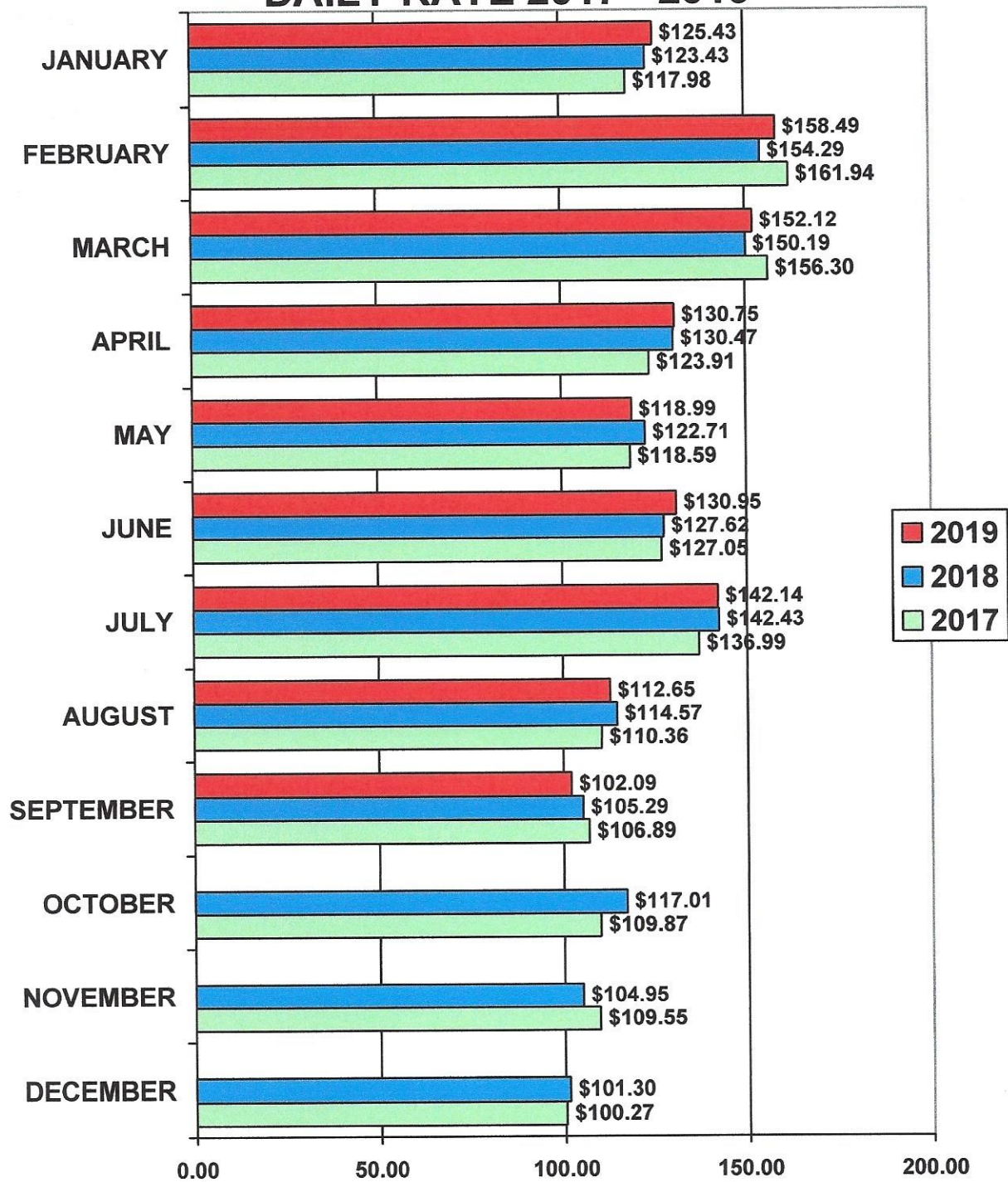


2019 YTD AVG. 69%
2018 YTD AVG. 71%
2017 YTD AVG. 70%

SEPTEMBER 2019 HIGH 76%
SEPTEMBER 2019 LOW 17%



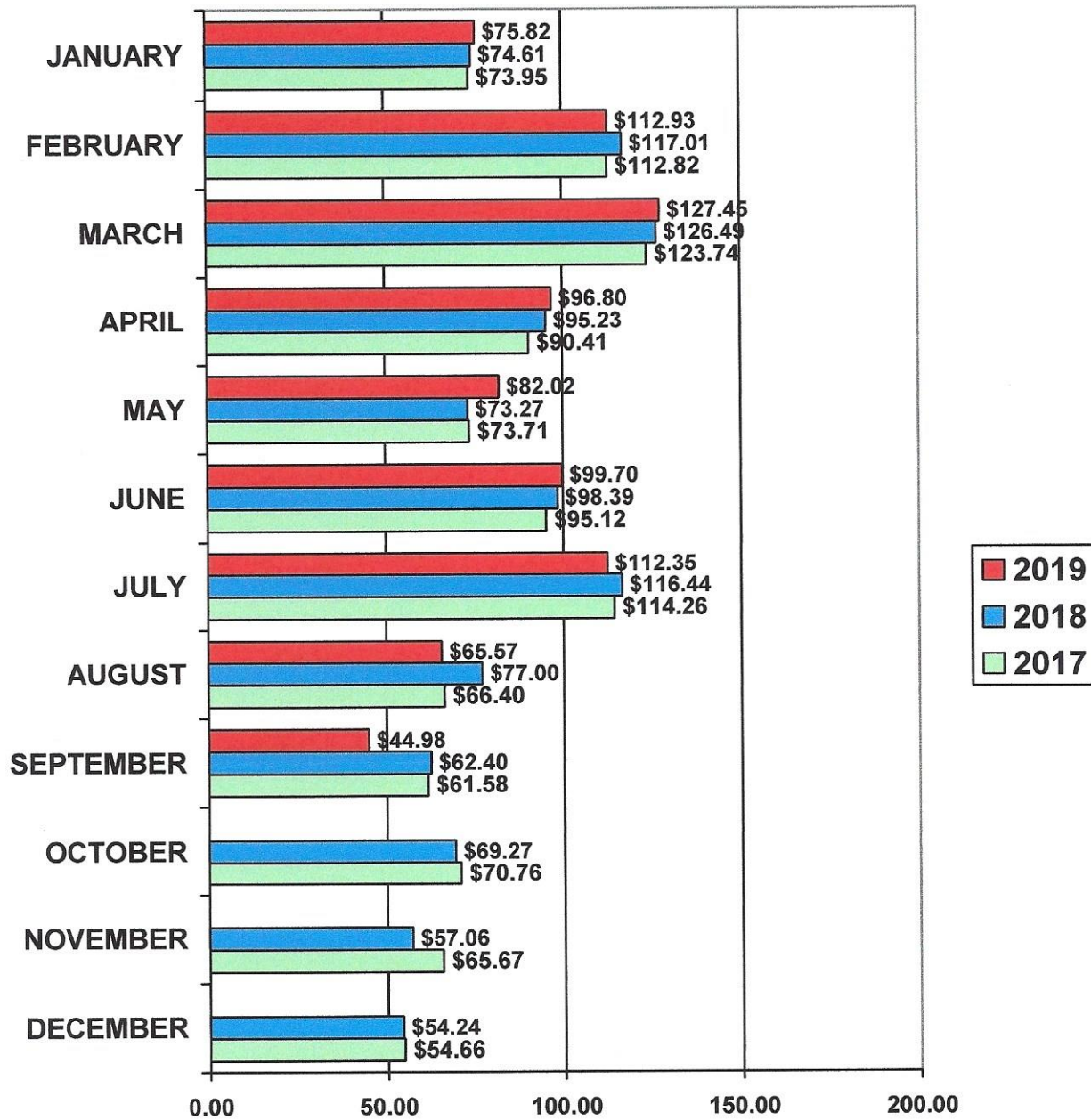
VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2017 - 2019



2019 YTD AVG. \$132.85 SEPTEMBER 2019 HIGH \$ 170.17
 2018 YTD AVG. \$132.08 SEPTEMBER 2019 LOW \$ 59.79
 2017 YTD AVG. \$130.16



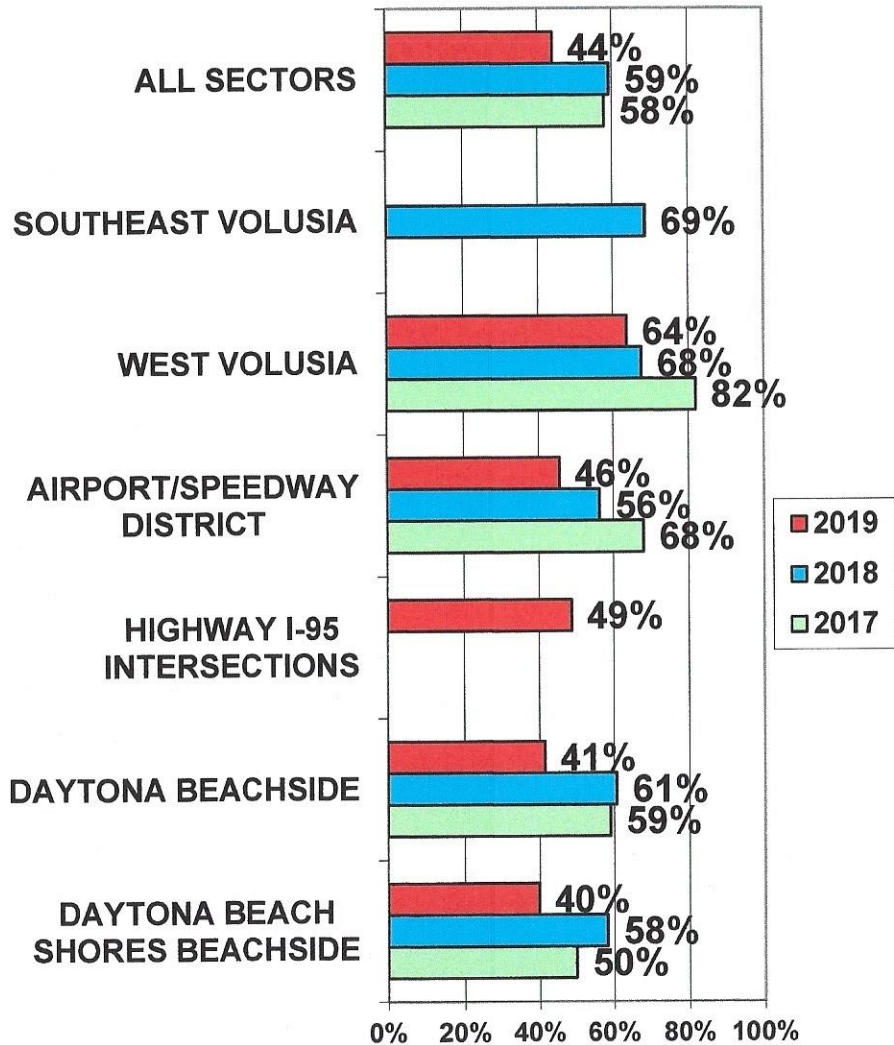
VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2017 - 2019



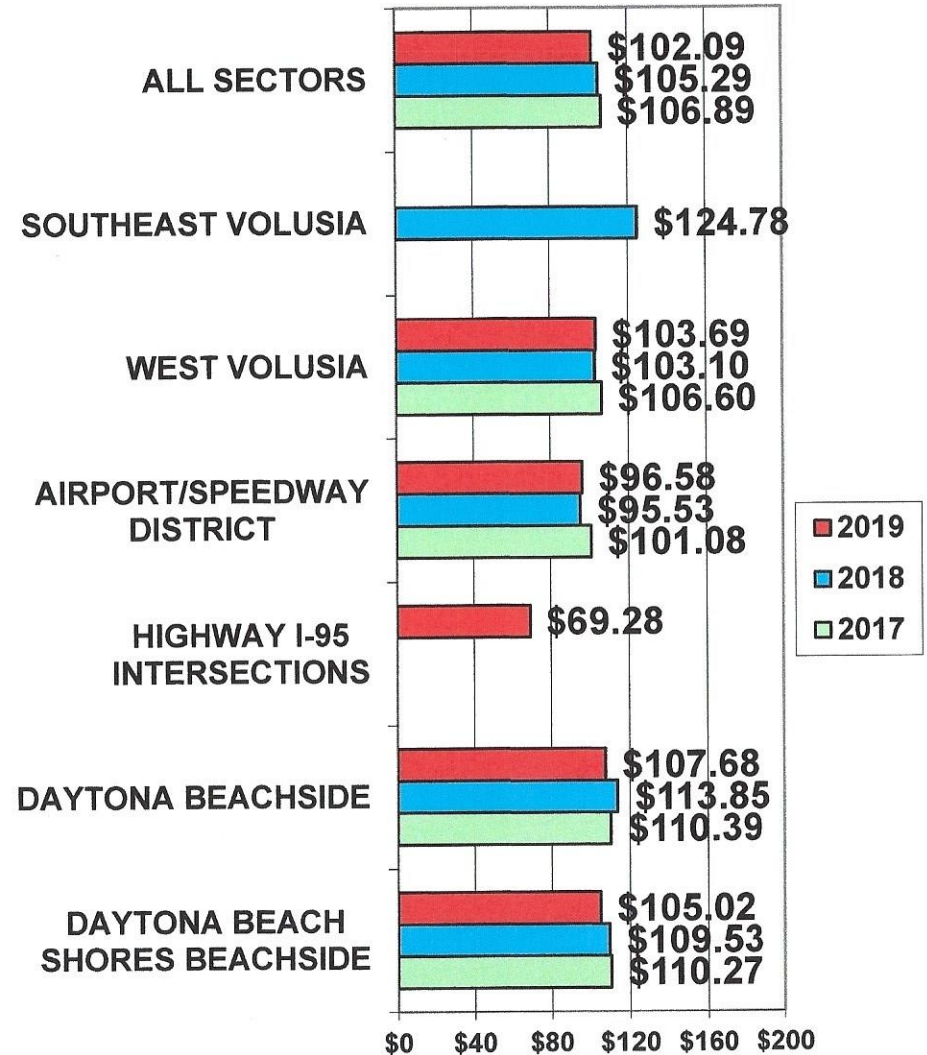
2019 YTD AVG. \$ 91.25
 2018 YTD AVG. \$ 94.00
 2017 YTD AVG. \$ 90.12



VOLUSIA OCCUPANCY BY AREA SECTORS - SEPTEMBER 2017 - 2019

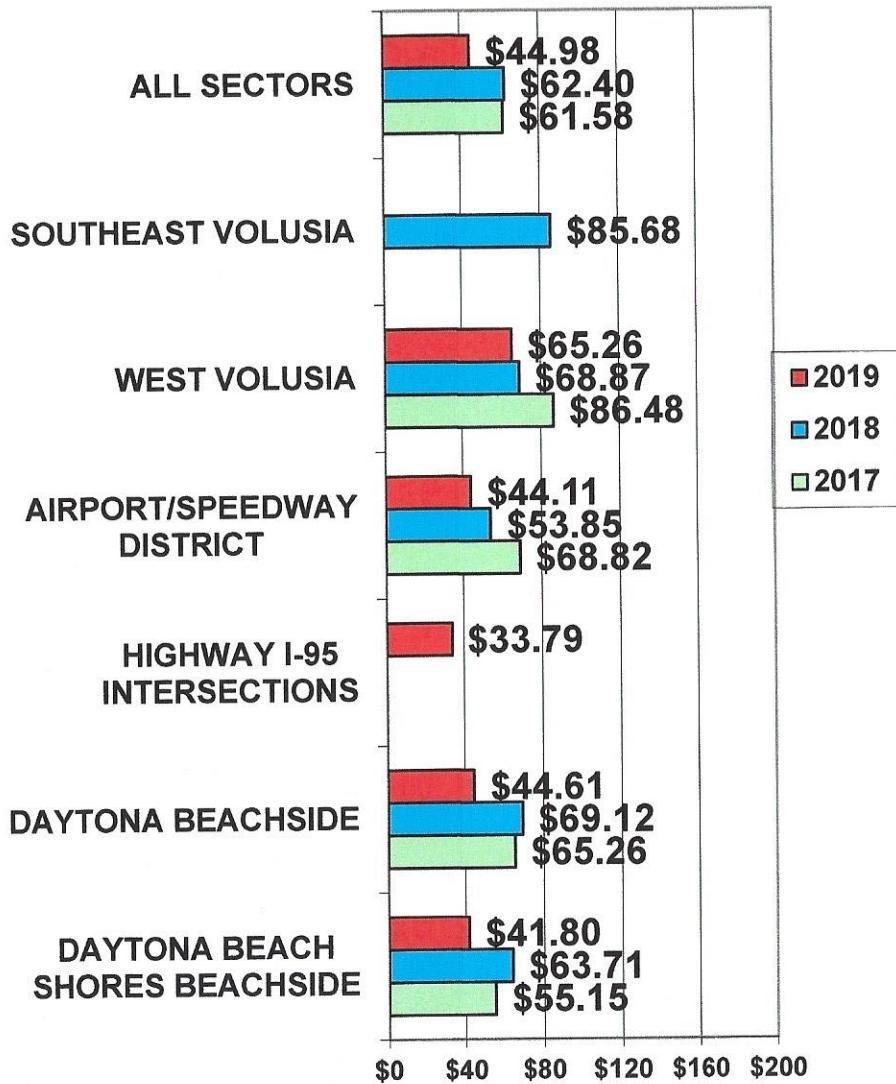


VOLUSIA AVERAGE DAILY RATE BY AREA SECTORS - SEPTEMBER 2017 - 2019



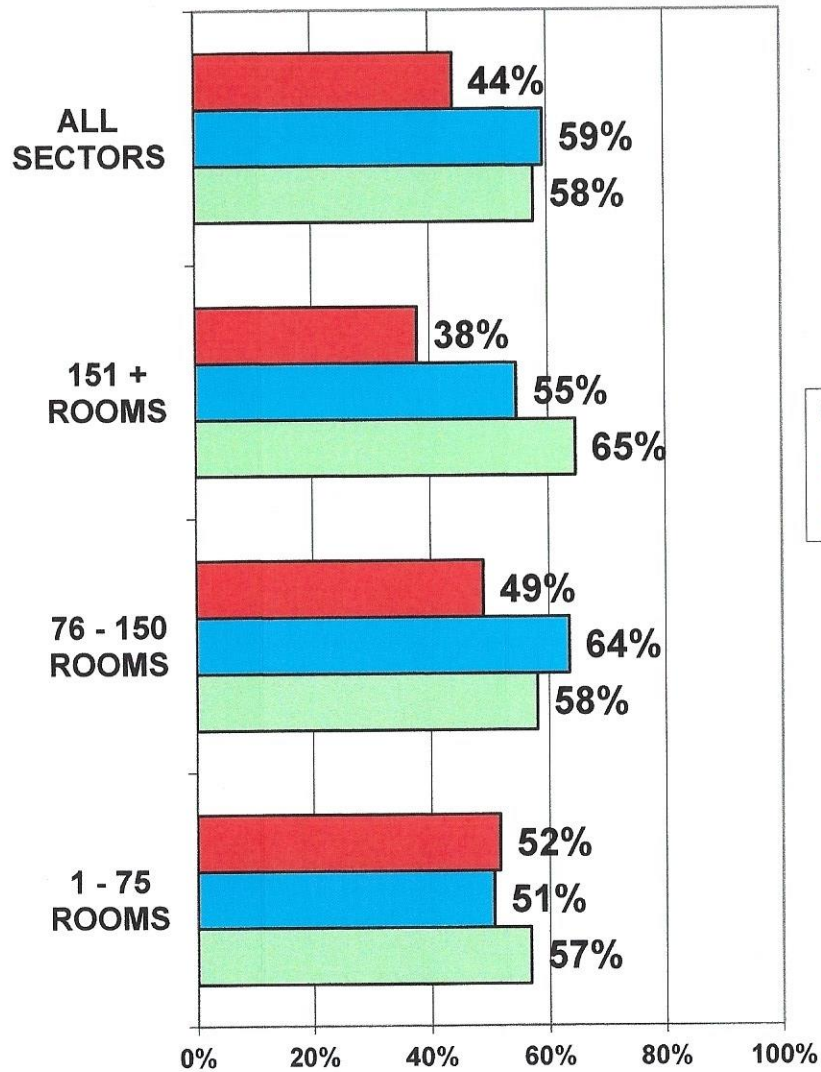
AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.

VOLUSIA REV PAR BY AREA SECTORS - SEPTEMBER 2017 - 2019

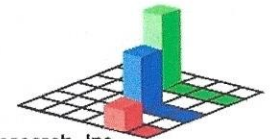
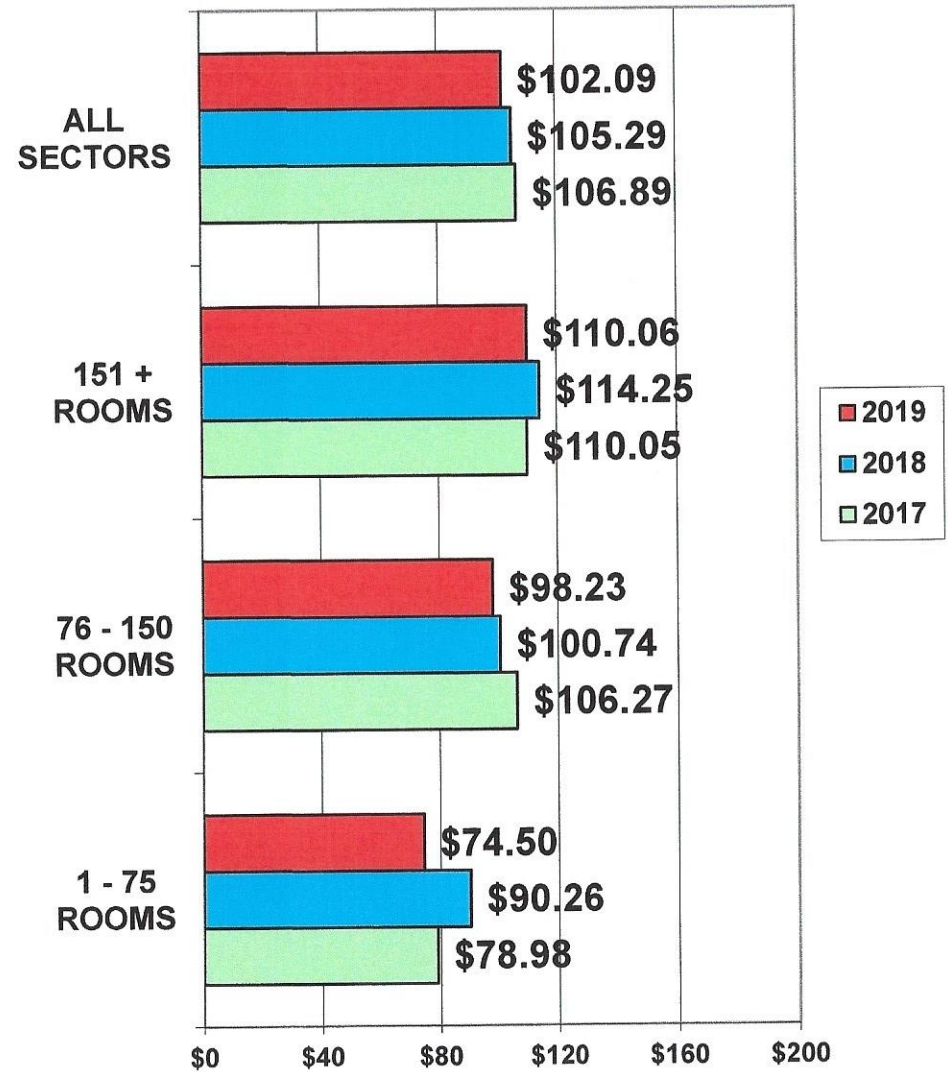


AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.

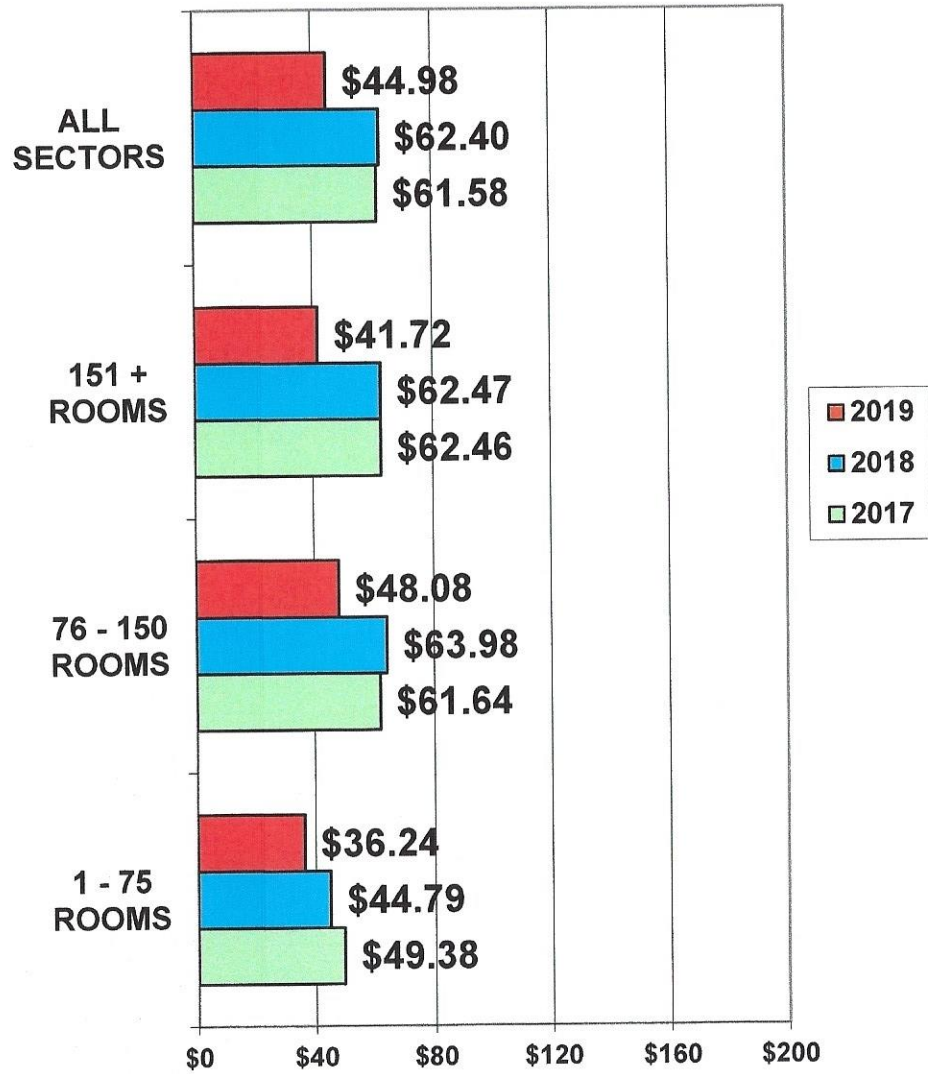
**VOLUSIA OCCUPANCY BY
PROPERTY SIZE -
SEPTEMBER 2017 - 2019**



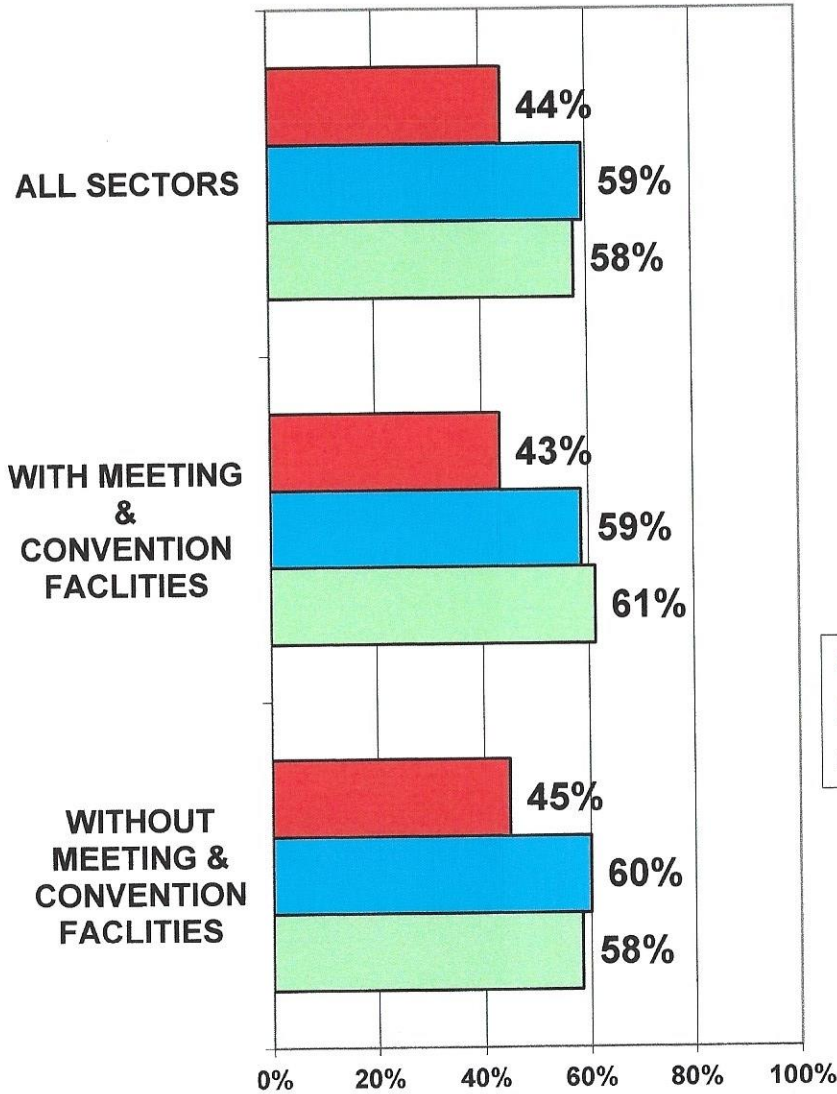
**VOLUSIA AVERAGE DAILY RATE BY
PROPERTY SIZE -
SEPTEMBER 2017 - 2019**



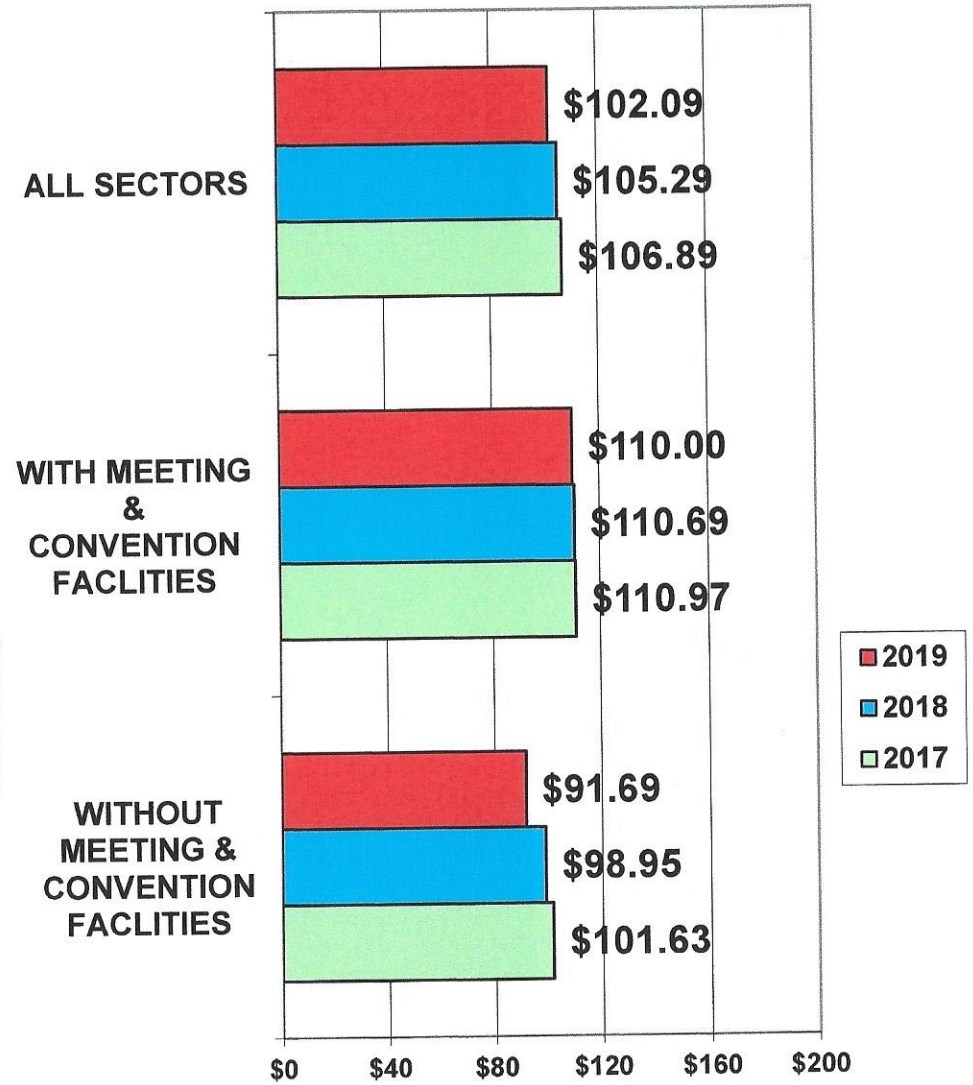
VOLUSIA REV PAR BY PROPERTY SIZE - SEPTEMBER 2017 - 2019



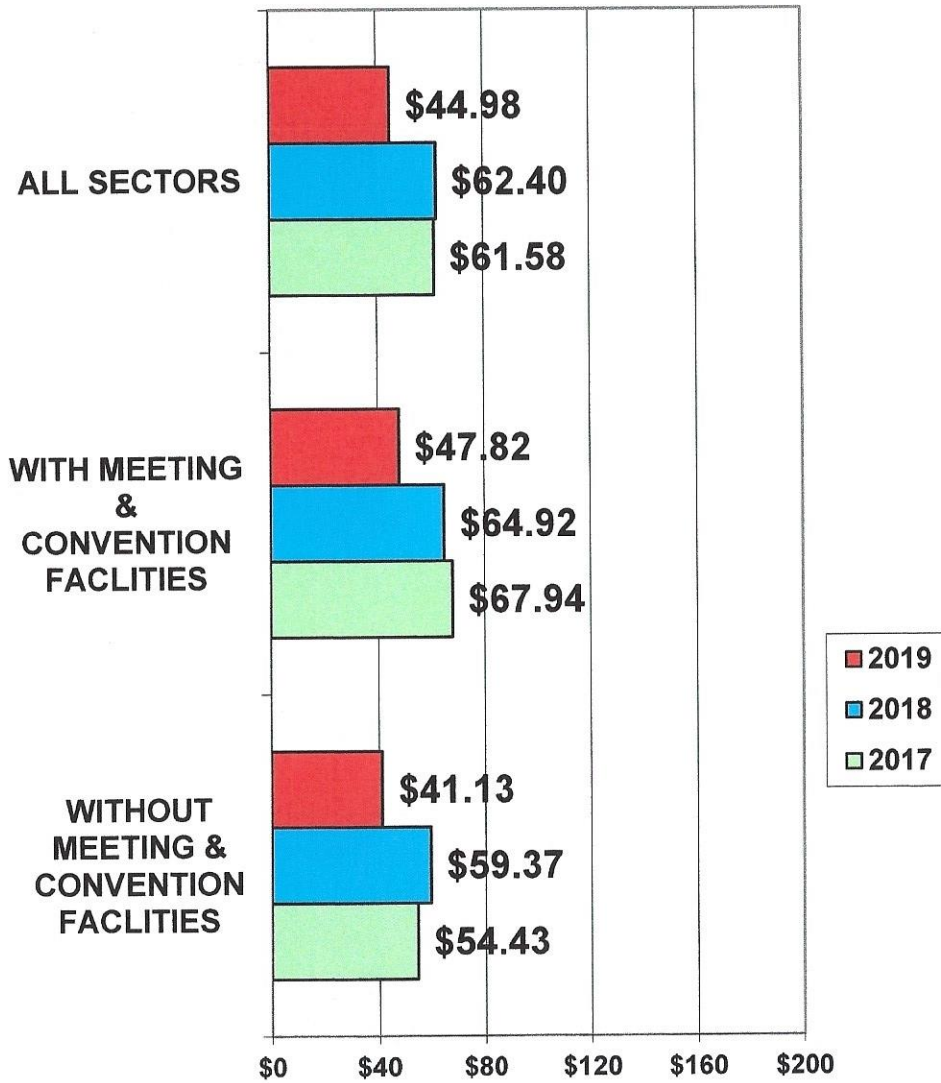
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - SEPTEMBER 2017 - 2019



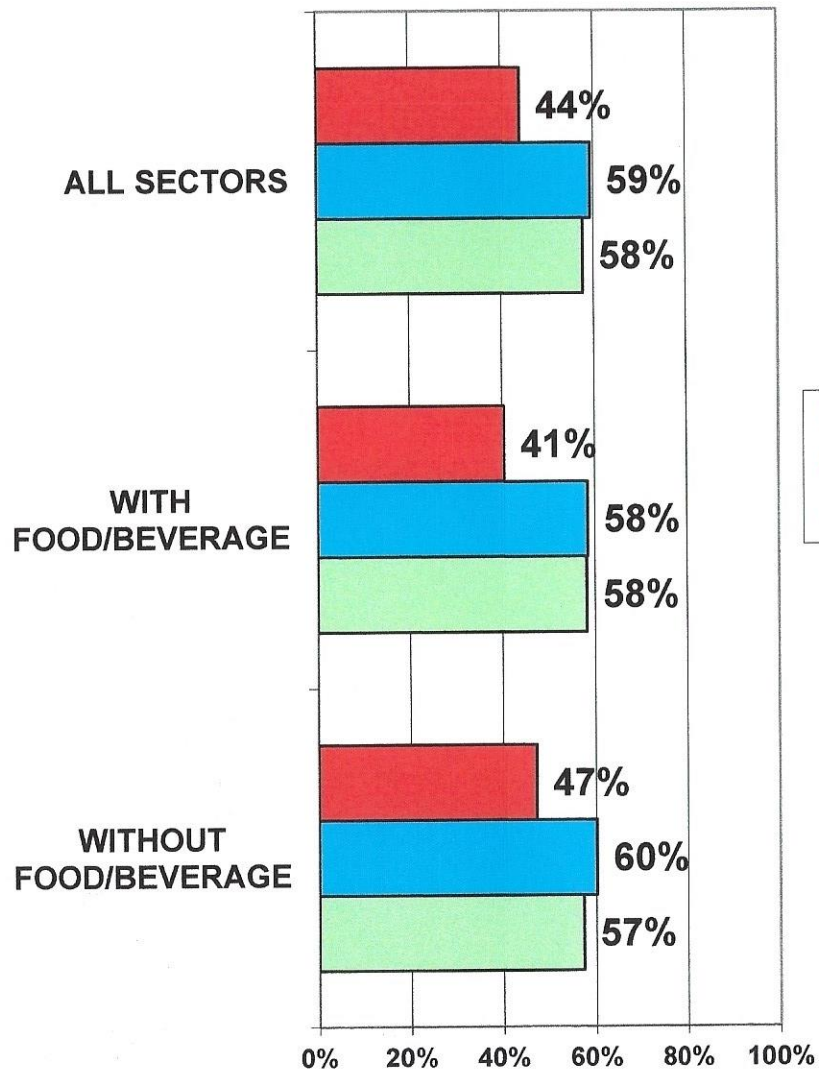
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - SEPTEMBER 2017 - 2019



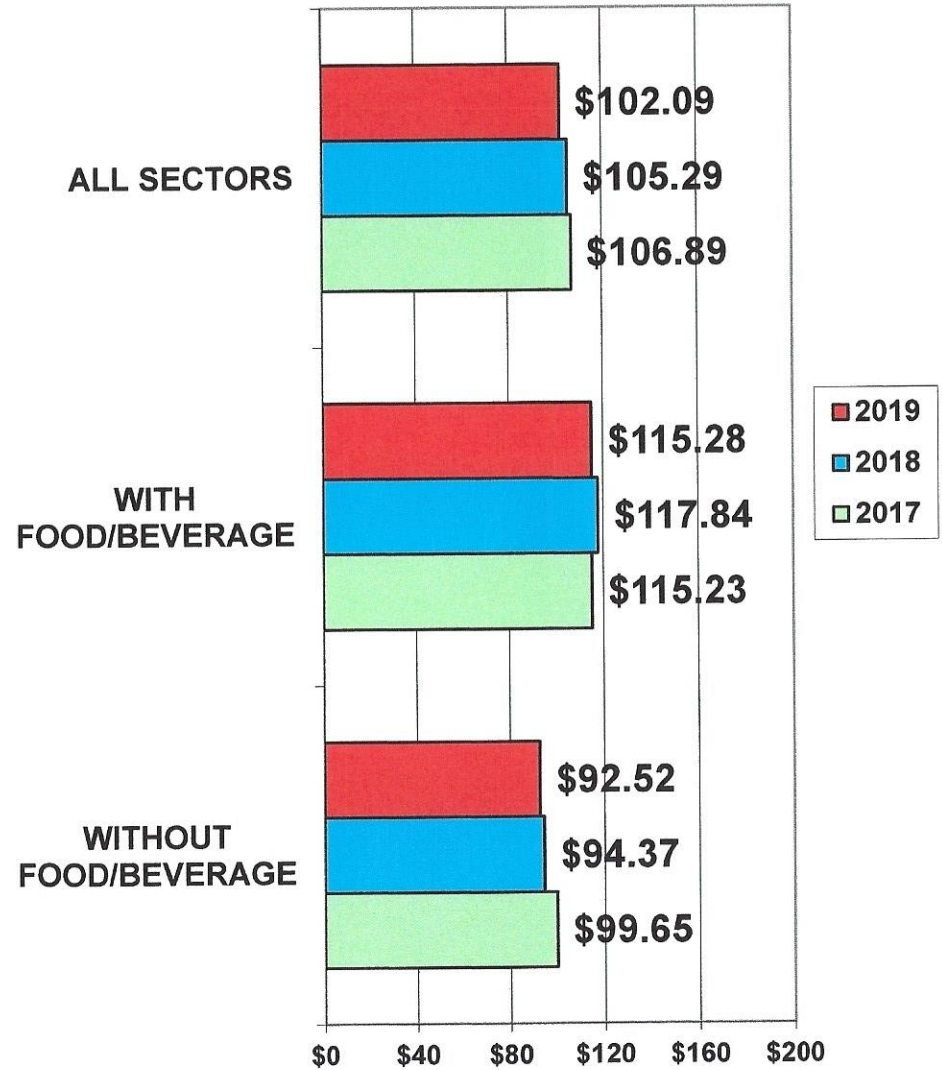
**VOLUSIA REV PAR
BY MEETING & CONVENTION
FACILITIES - SEPTEMBER 2017 - 2019**



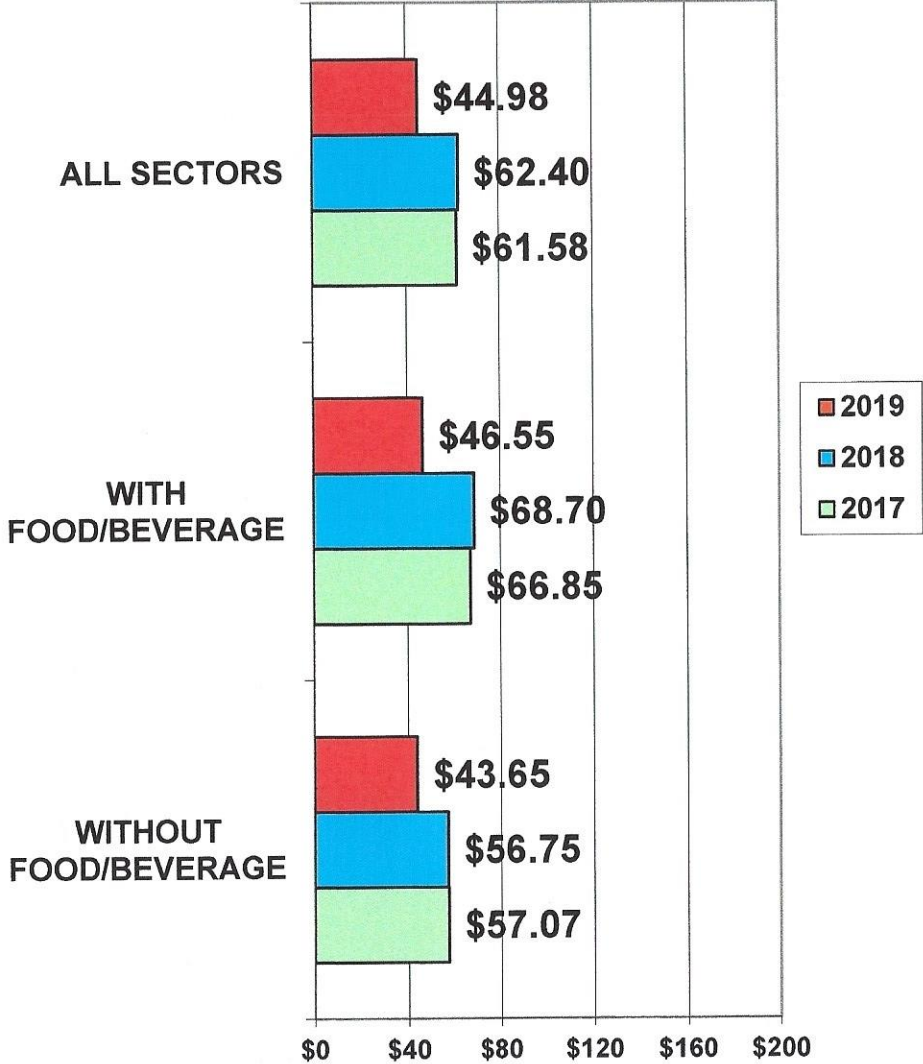
VOLUSIA OCCUPANCY BY FOOD/BEVERAGE - SEPTEMBER 2017 - 2019



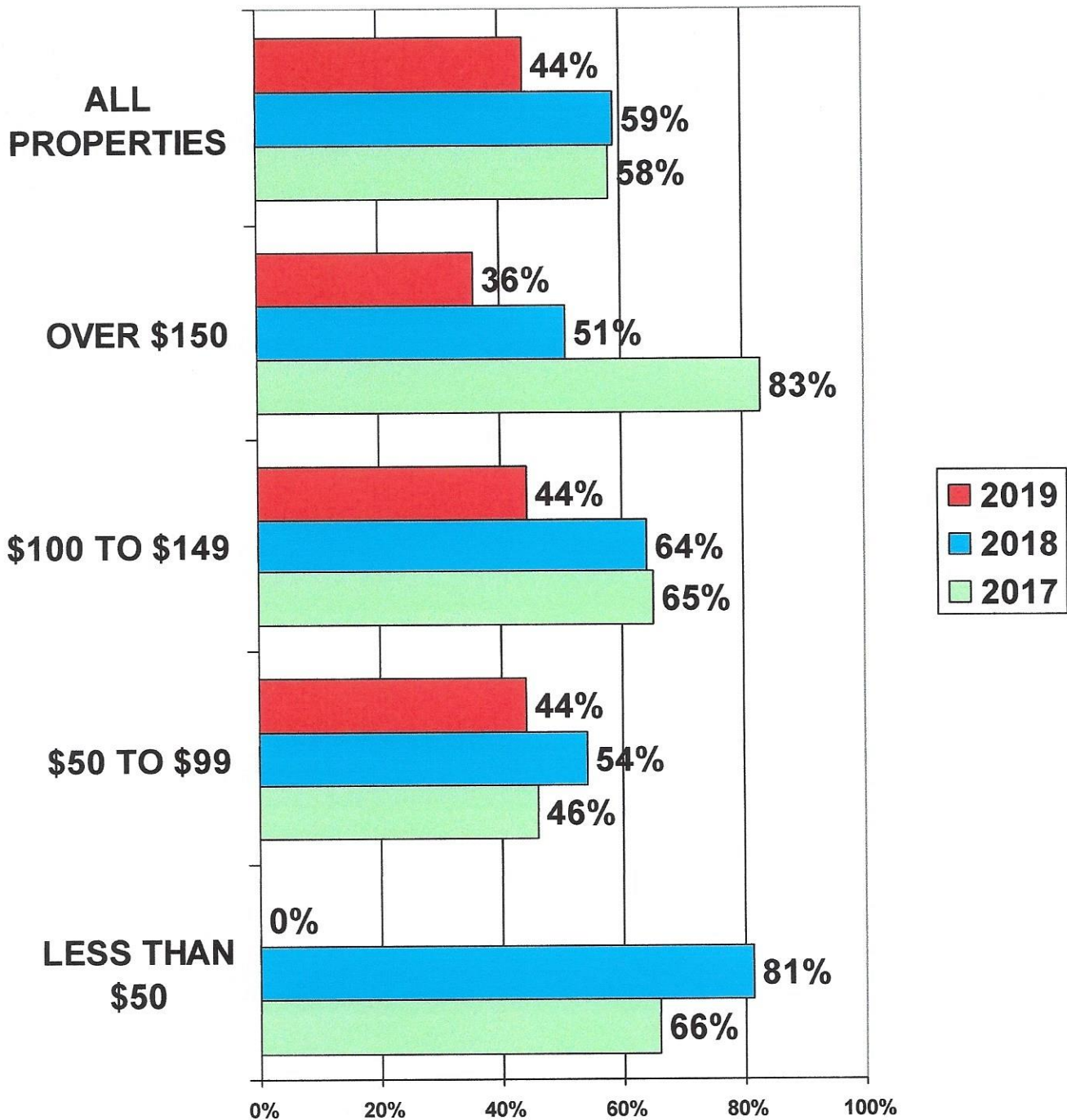
VOLUSIA AVERAGE DAILY RATE BY FOOD/BEVERAGE SEPTEMBER 2017 - 2019



VOLUSIA REV PAR BY FOOD/BEVERAGE SEPTEMBER 2017 - 2019

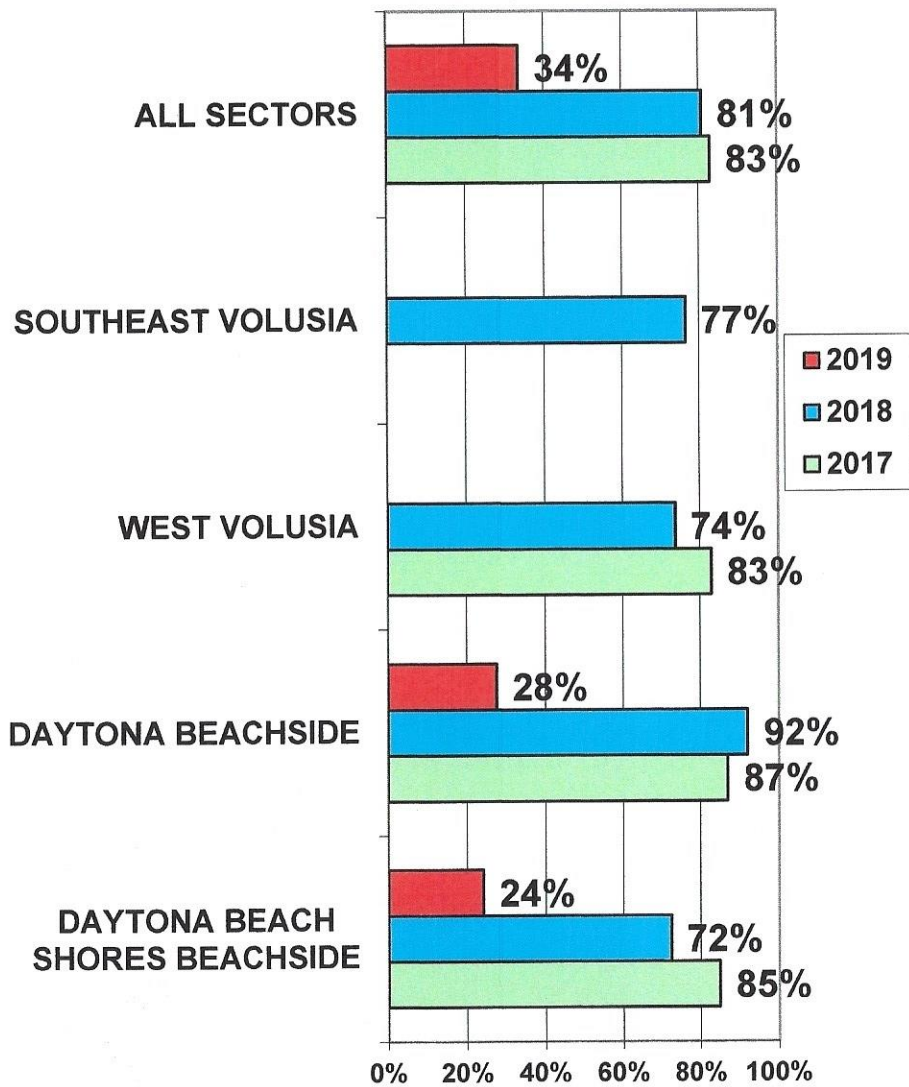


**VOLUSIA HOTEL/MOTEL OCCUPANCY
BY PRICE RANGE -
SEPTEMBER 2017 - 2019**

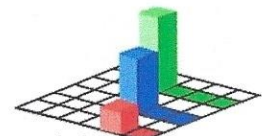
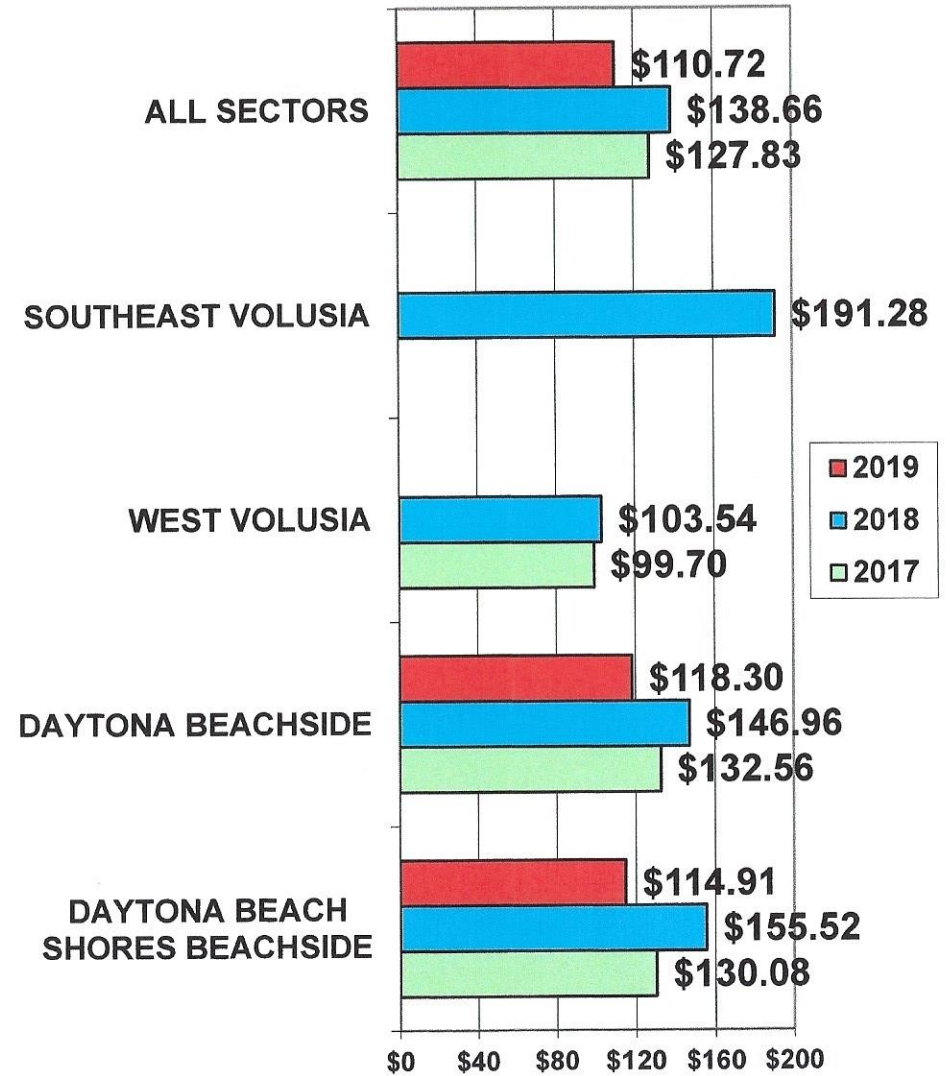


Mid-Florida Marketing & Research, Inc.

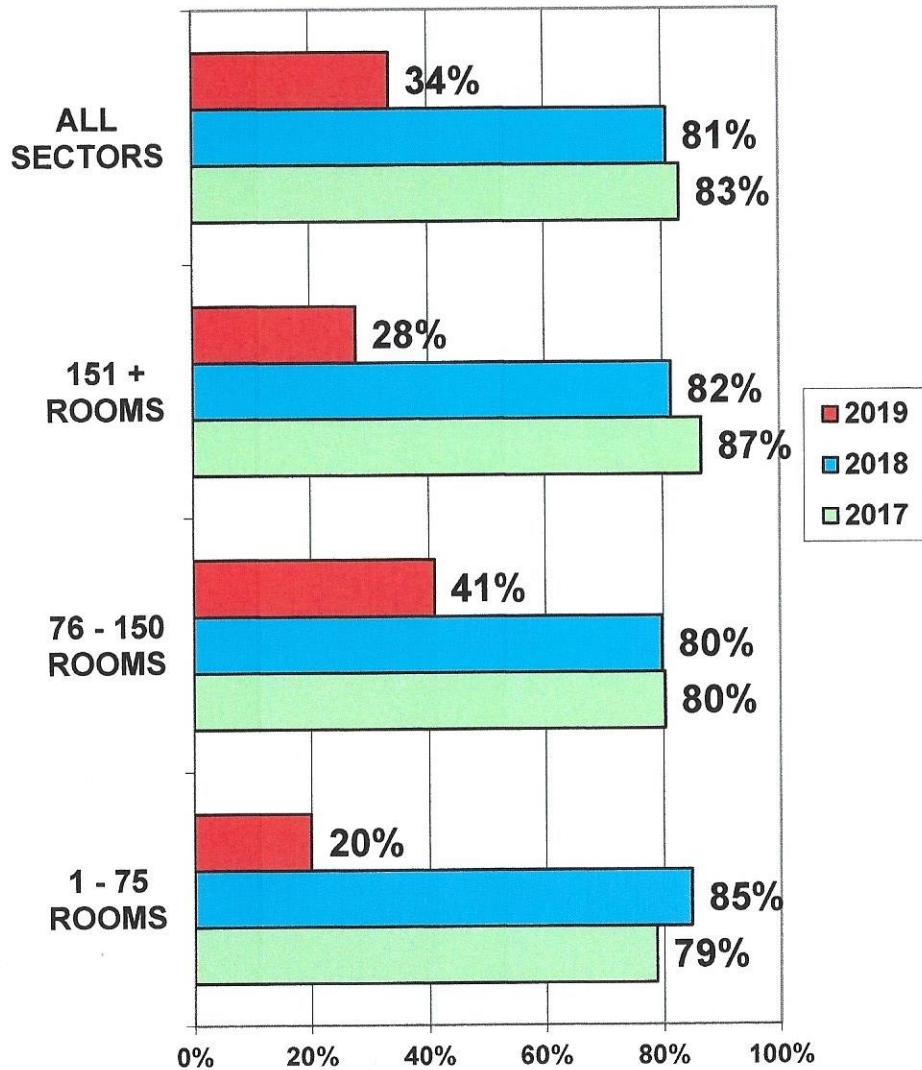
VOLUSIA OCCUPANCY BY AREA SECTORS - LABOR DAY WEEKEND 2017 - 2019



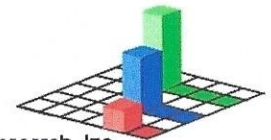
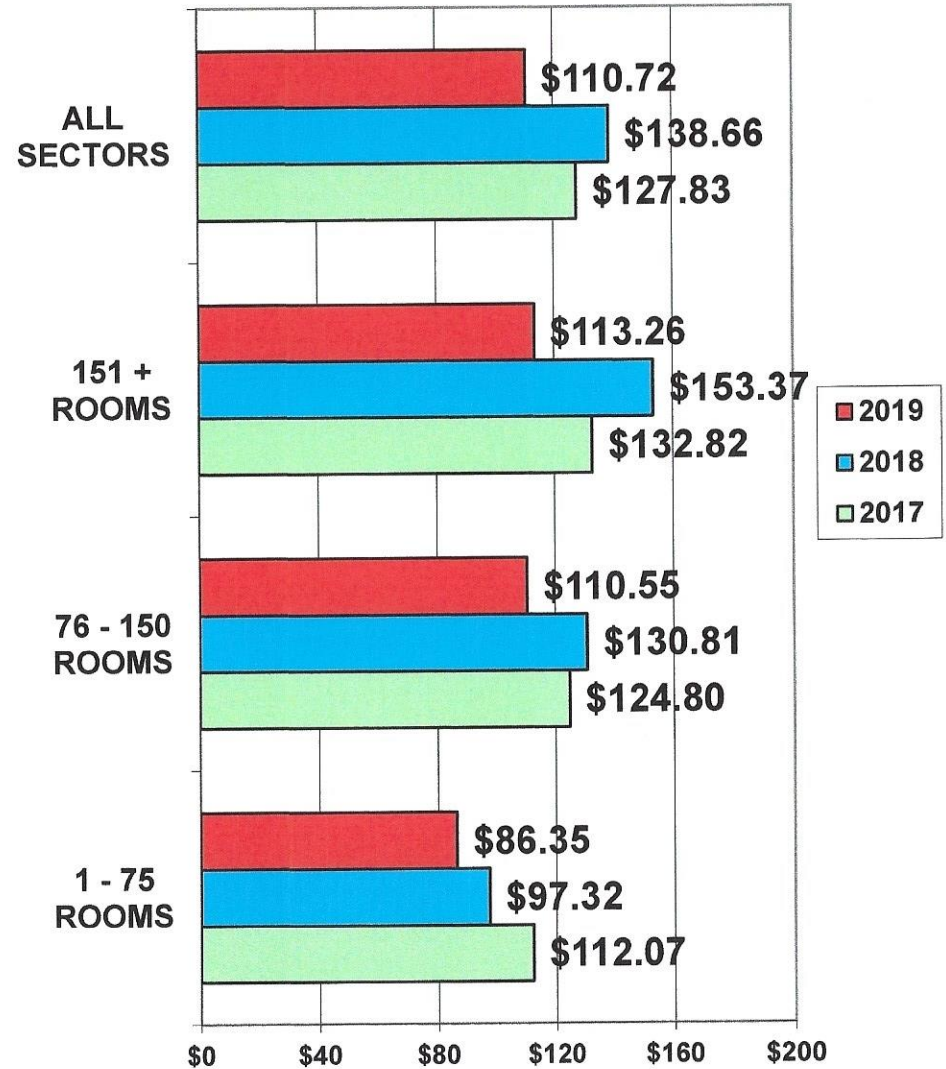
VOLUSIA AVERAGE DAILY RATE BY AREA SECTORS - LABOR DAY WEEKEND 2017 - 2019



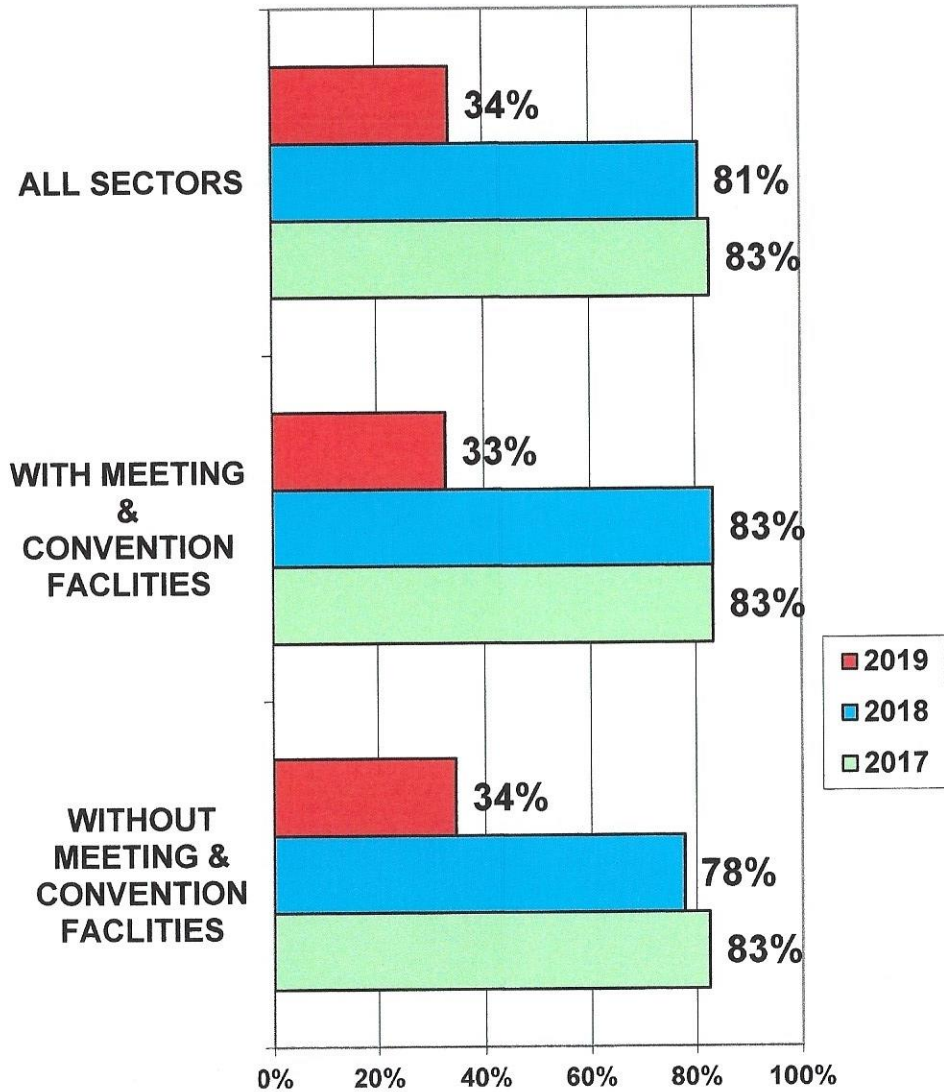
**VOLUSIA OCCUPANCY BY
PROPERTY SIZE -
LABOR DAY WEEKEND 2017 - 2019**



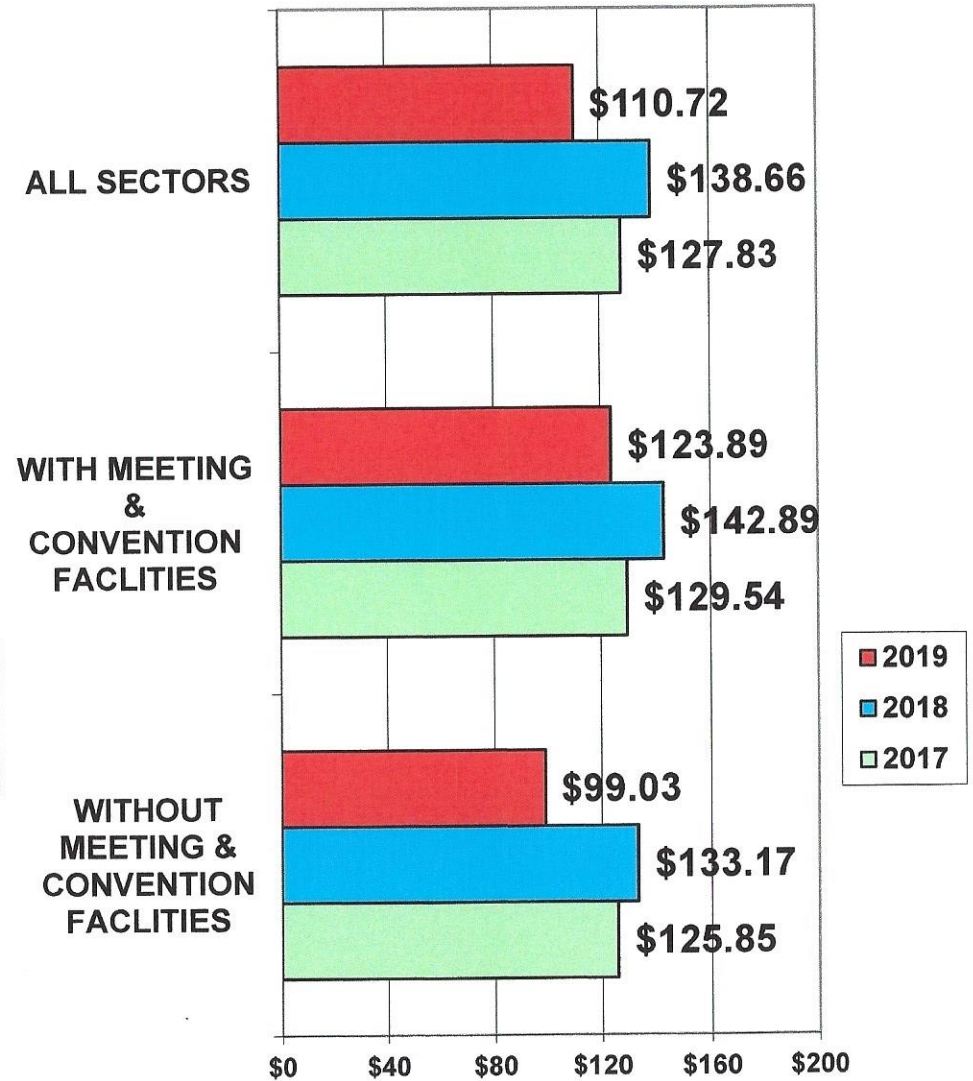
**VOLUSIA AVERAGE DAILY RATE BY
PROPERTY SIZE -
LABOR DAY WEEKEND 2017 - 2019**



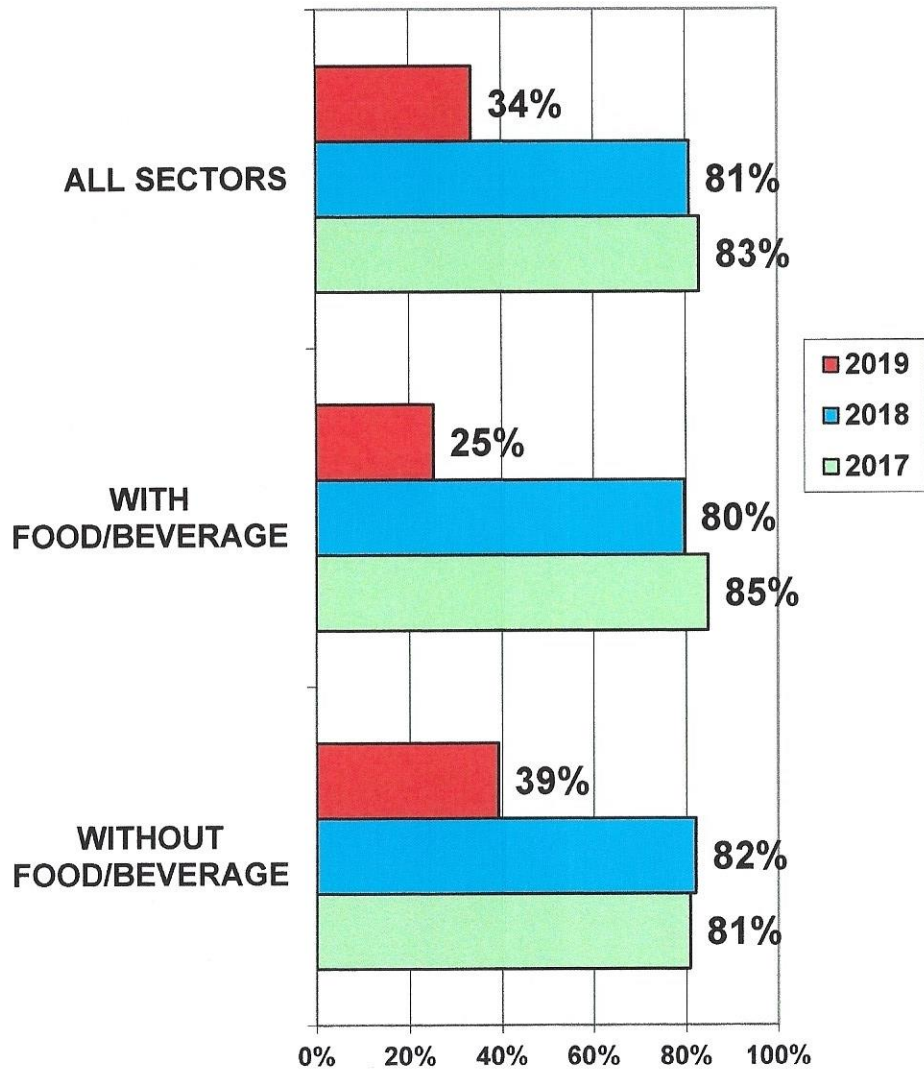
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - LABOR DAY WEEKEND 2017 - 2019



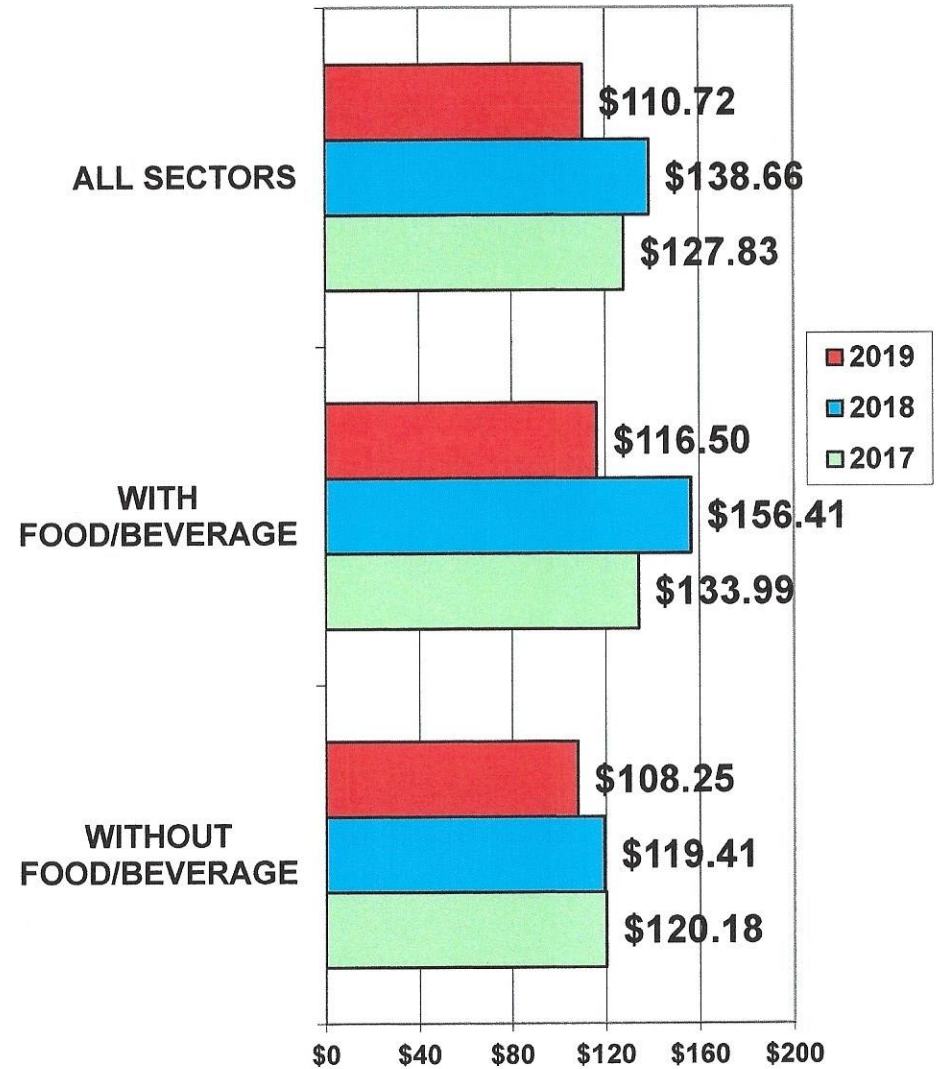
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - LABOR DAY WEEKEND 2017 - 2019



VOLUSIA OCCUPANCY BY FOOD/BEVERAGE - LABOR DAY WEEKEND 2017 - 2019



VOLUSIA AVERAGE DAILY RATE BY FOOD/BEVERAGE LABOR DAY WEEKEND 2017 - 2019



**PARTICIPATING PROPERTIES
BY AREA SECTOR**

MONTHS REPORTING 2019

	<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					
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			
OCEAN COURT MOTEL	33	X	X	X	X	X	X	X	X	X			
OCEANSIDE INN	191	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 SEABREEZE	96	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			
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			
HILTON GARDEN INN DAYTONA BEACH OCEANFRONT	144	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			
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	X	X			
PLAZA RESORT & SPA	322	X	X	X	X	X	X	X	X	X			
SILVER BEACH CLUB	74	X	X			X							
WYNDHAM OCEAN WALK	127	X	X		X	X		X	X	X			



**PARTICIPATING PROPERTIES
BY AREA SECTOR**

MONTHS REPORTING 2019

	<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		
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	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		
LA QUINTA INN	143		X	X	X	X	X		X	X			
SLEEP INN	82	X	X	X	X	X	X	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		
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		
COURTYARD DELAND	104			X	X	X	X	X	X	X	X		
DAYS INN ORANGE CITY	37		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						
INN ON THE AVENUE	6		X	X	X	X		X					
OCEAN TRILLIUM SUITES	32	X	X	X	X	X	X	X					
SPRINGHILL SUITES	114			X	X	X	X	X	X	X	X		

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

