

Memo

To: The Hotel and Lodging Association of Volusia County
From: Evelyn Fine
Date: December 22, 2020
Subject: September 2020 Occupancy & Average Daily Rate Report

Overall Volusia Area Occupancy stayed about the same, at 44% in September 2020 and 44% in September 2019.

The Volusia Area Average Daily Rate increased about 16%, to \$118.68 in September 2020 from \$102.09 in September 2019.

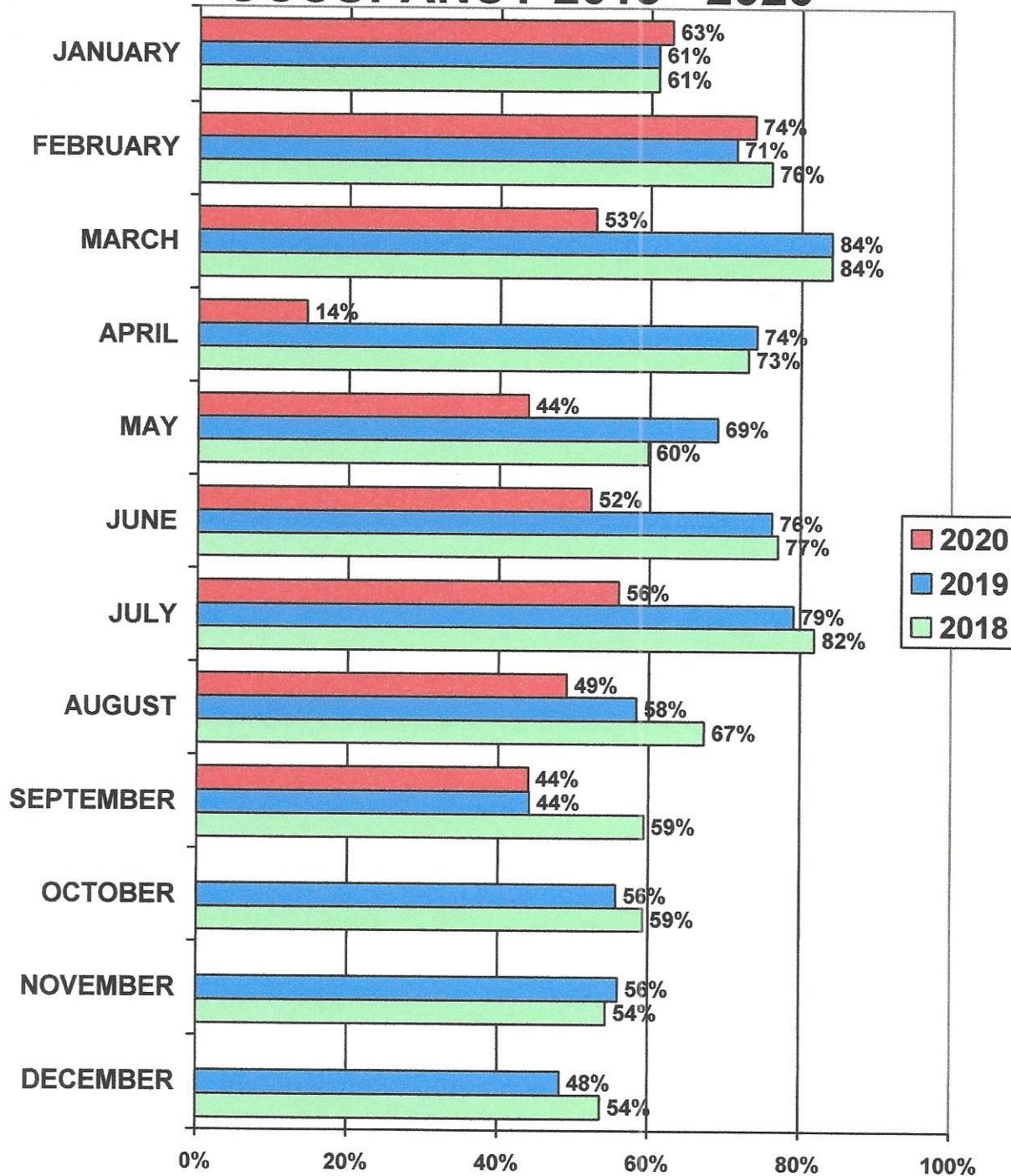
The Volusia Area Revenue per Available Room increased about 16%, to \$52.15 in September 2020 from \$44.98 in September 2019.

The pandemic continued to affect existing reservations and caused cancellations for September 2020.

EF/LK



VOLUSIA HOTEL/MOTEL OCCUPANCY 2018 - 2020

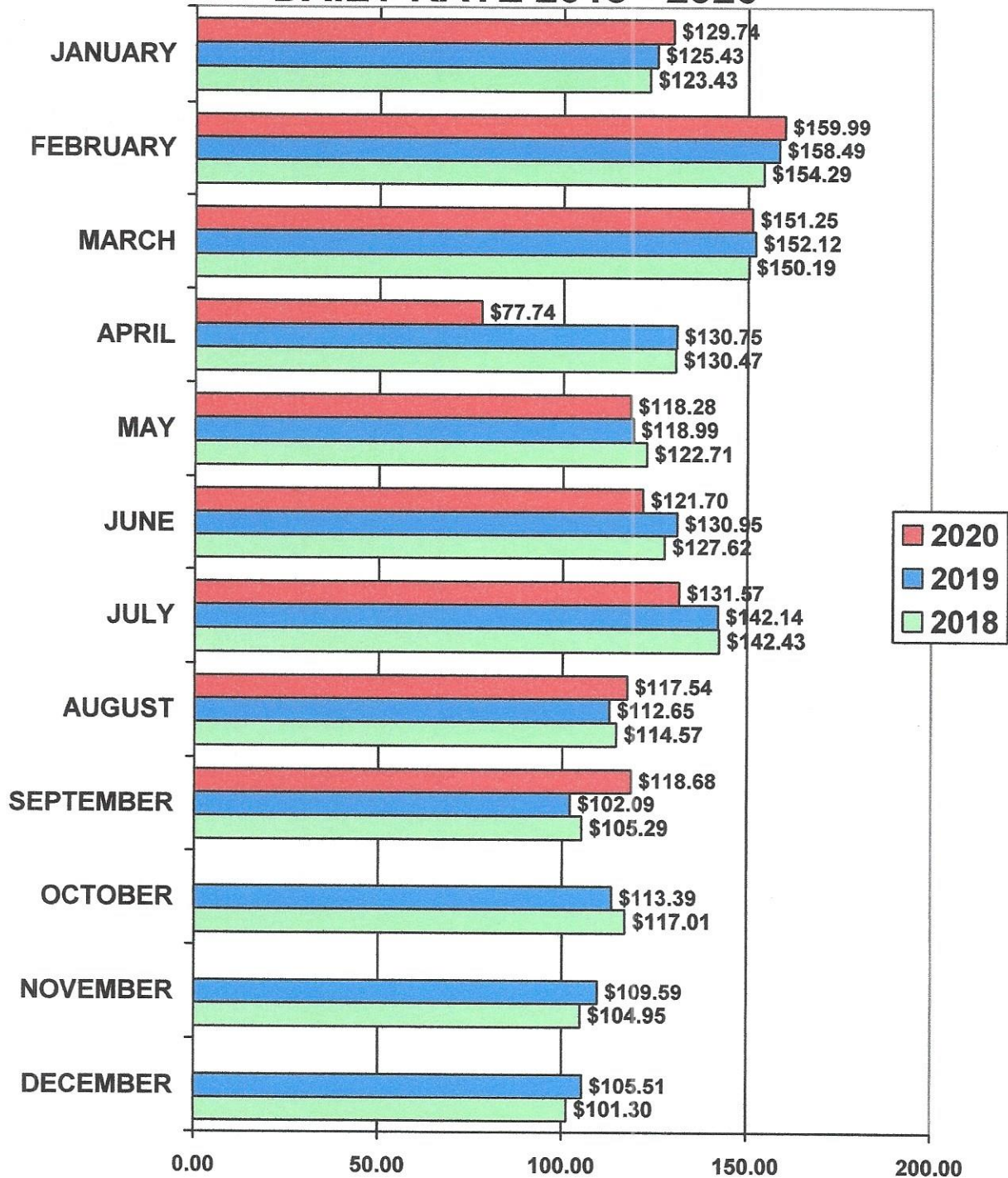


2020 YTD AVG. 51%
2019 YTD AVG. 68%
2018 YTD AVG. 70%

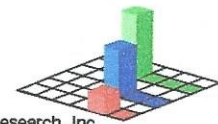
2020 SEPTEMBER HIGH 92%
2020 SEPTEMBER LOW 12%



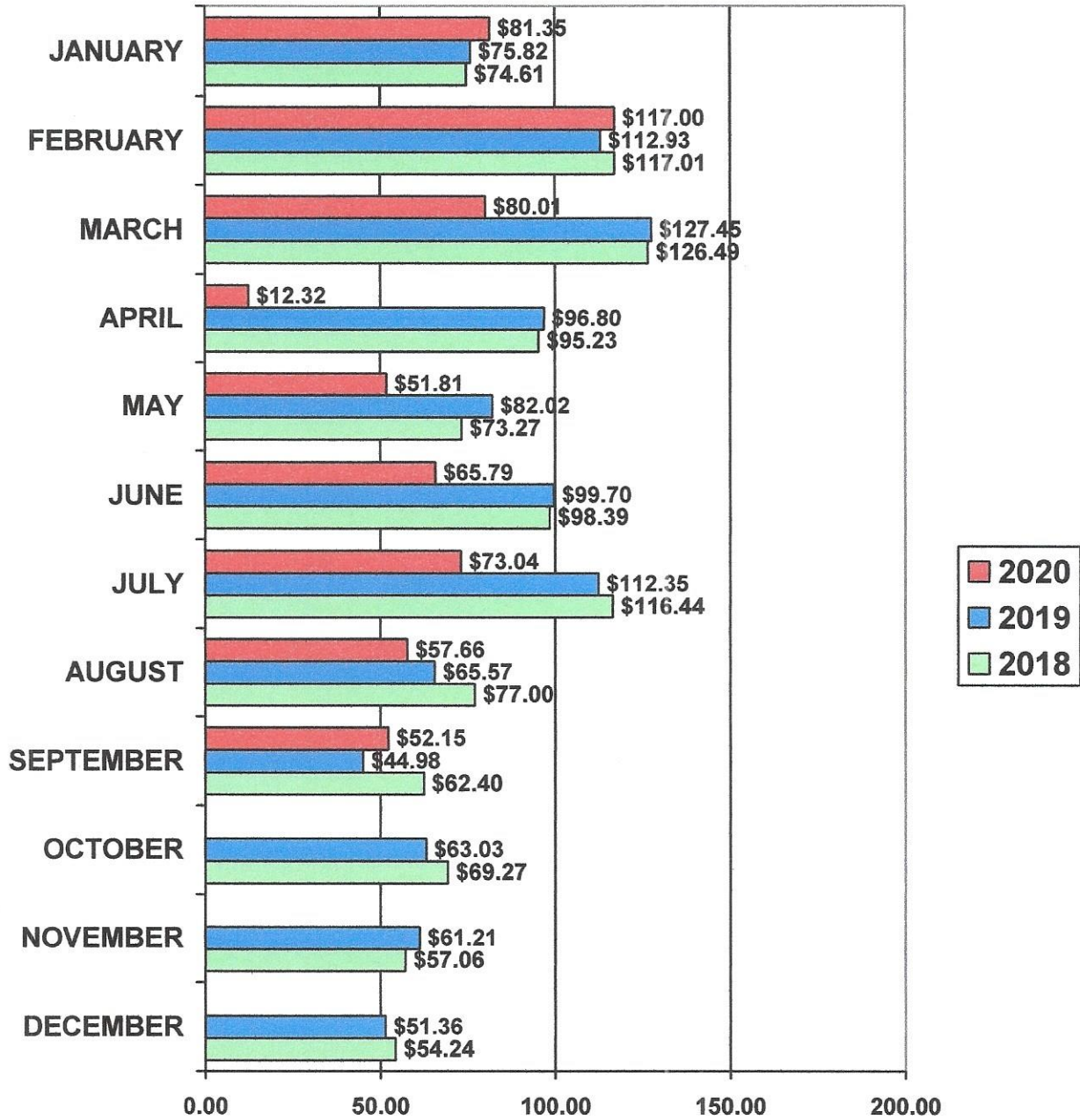
VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2018 - 2020



2020 YTD AVG. \$130.95 SEPTEMBER 2020 HIGH \$ 199.30
 2019 YTD AVG. \$132.92 SEPTEMBER 2020 LOW \$ 65.75
 2018 YTD AVG. \$132.32



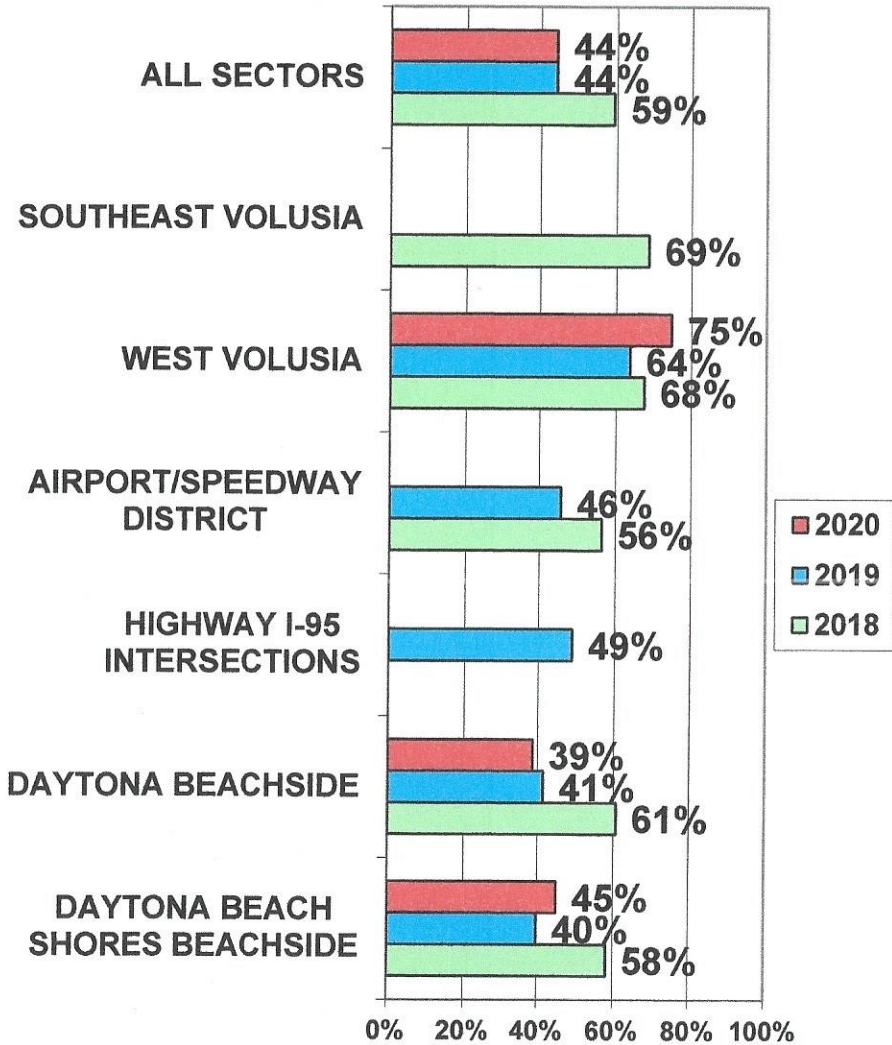
VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2018 - 2020



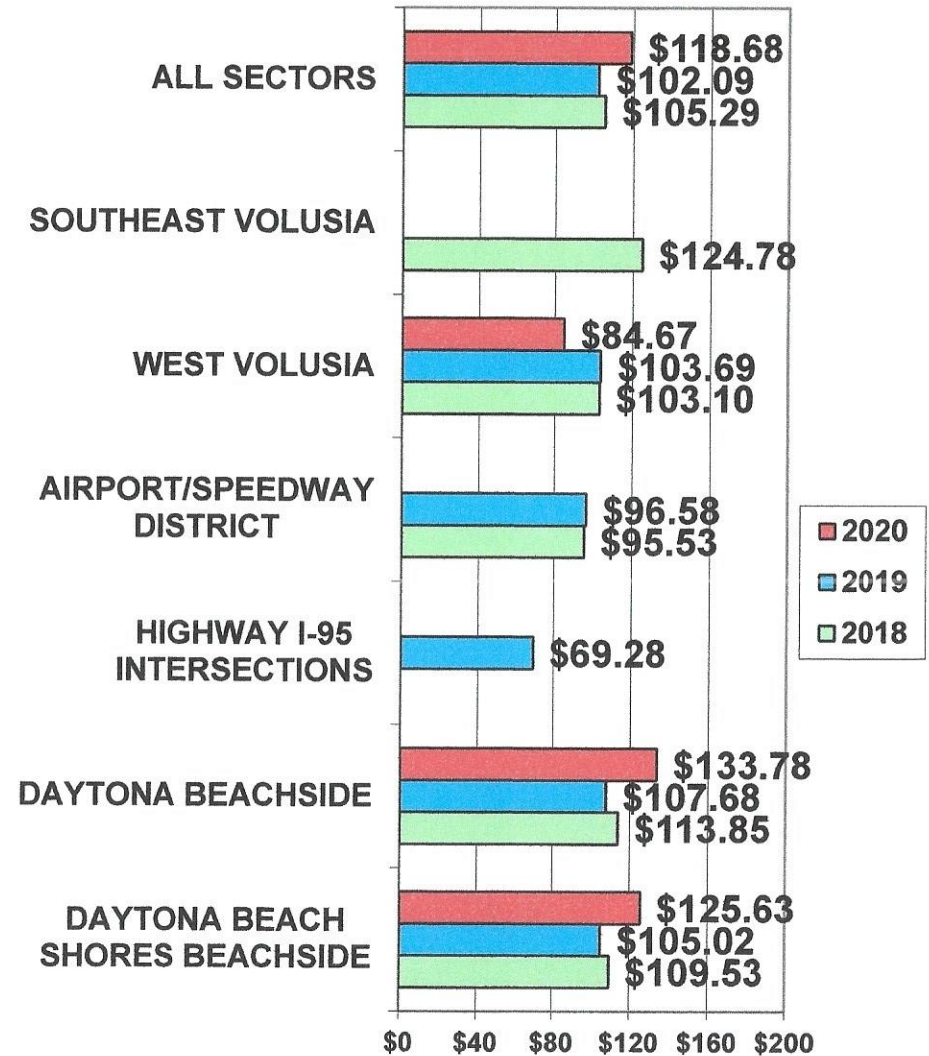
2020 YTD AVG. \$ 66.60
 2019 YTD AVG. \$ 90.18
 2018 YTD AVG. \$ 93.22



VOLUSIA OCCUPANCY BY AREA SECTORS - SEPTEMBER 2018 - 2020

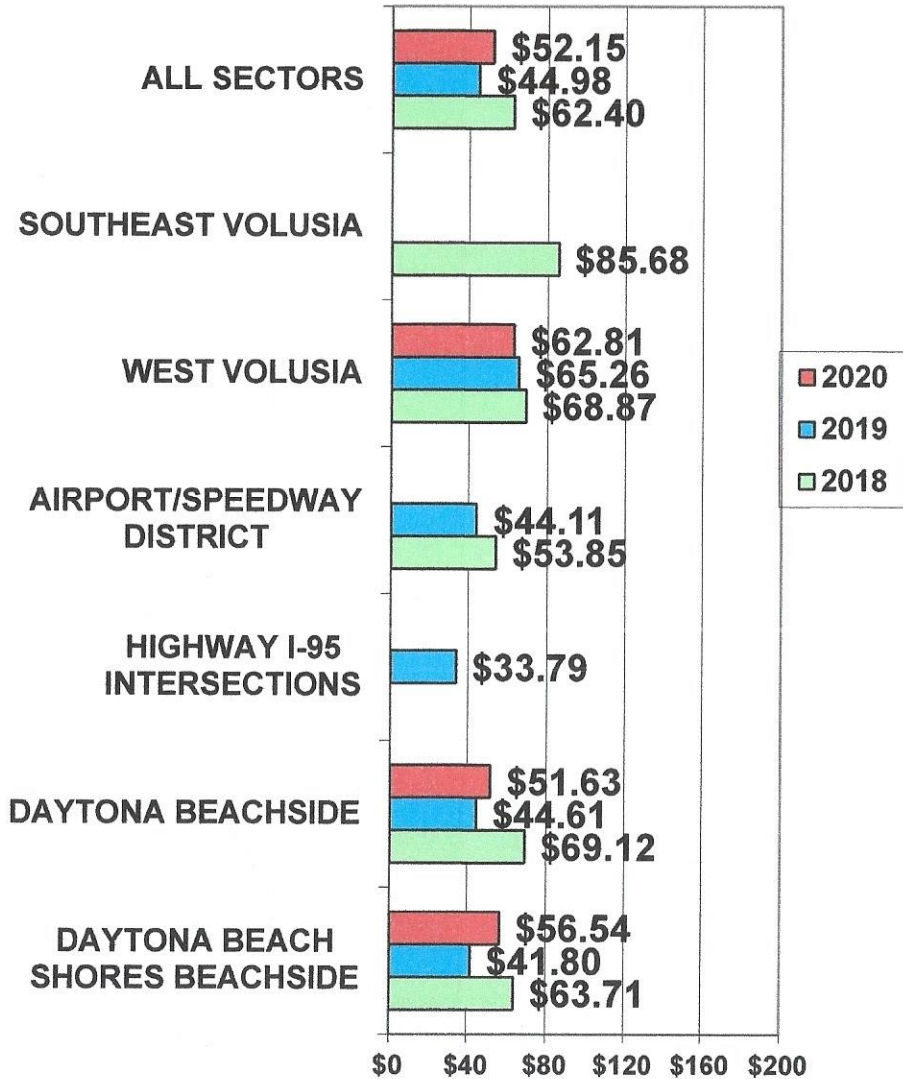


VOLUSIA AVERAGE DAILY RATE BY AREA SECTORS - SEPTEMBER 2018 - 2020



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

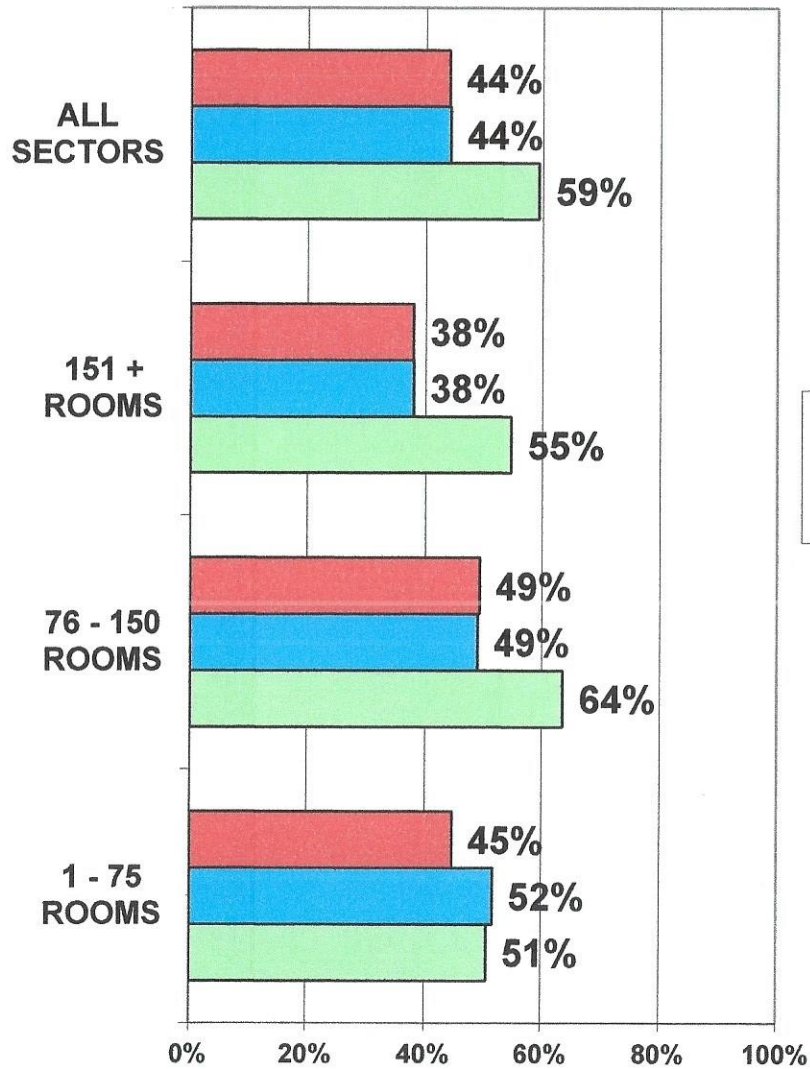
VOLUSIA REV PAR BY AREA SECTORS - SEPTEMBER 2018 - 2020



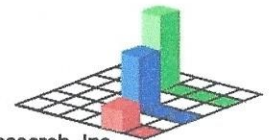
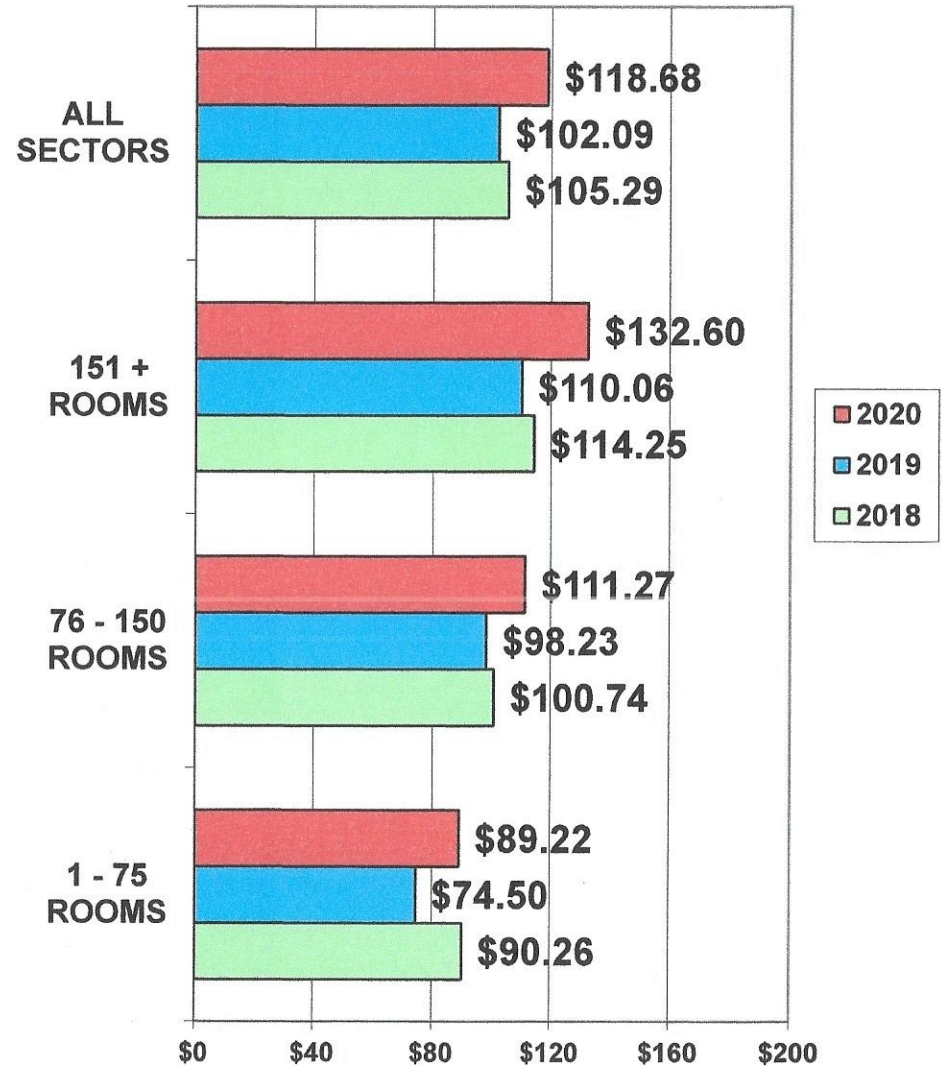
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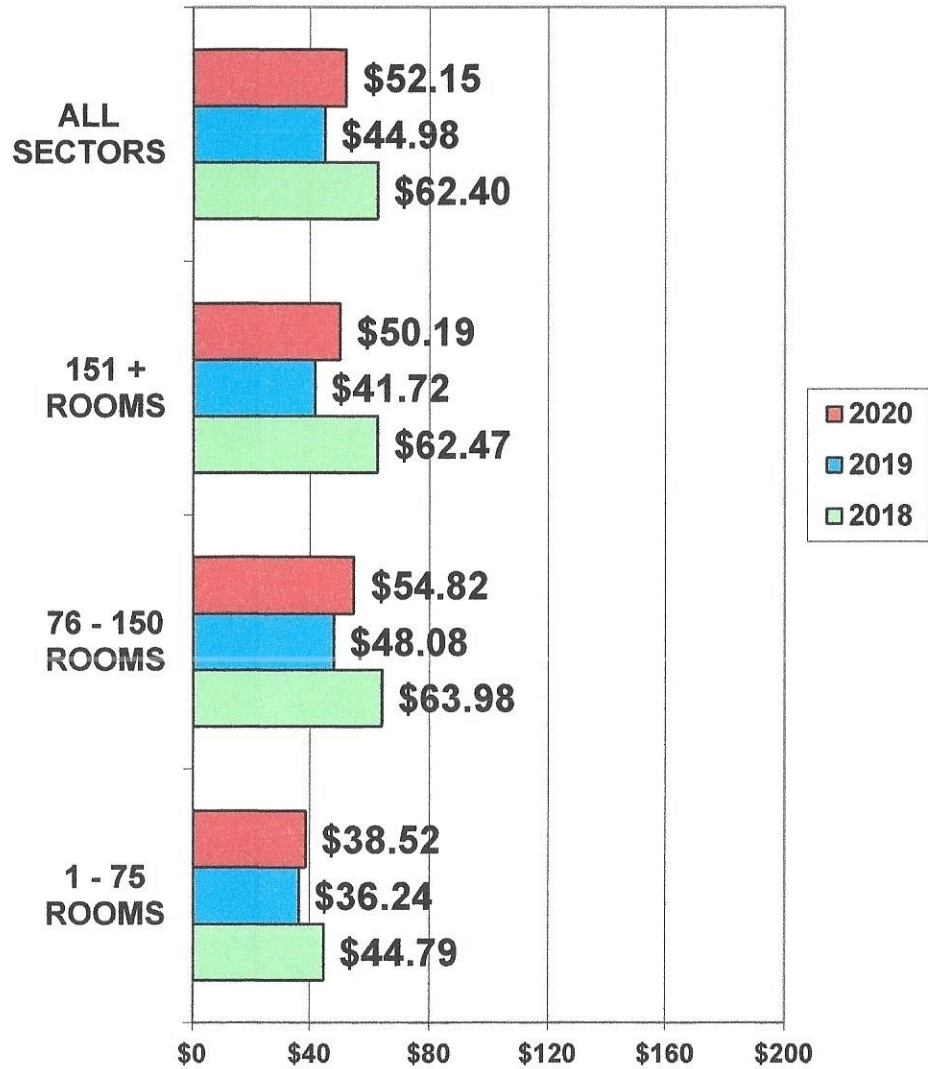
**VOLUSIA OCCUPANCY BY
PROPERTY SIZE -
SEPTEMBER 2018 - 2020**



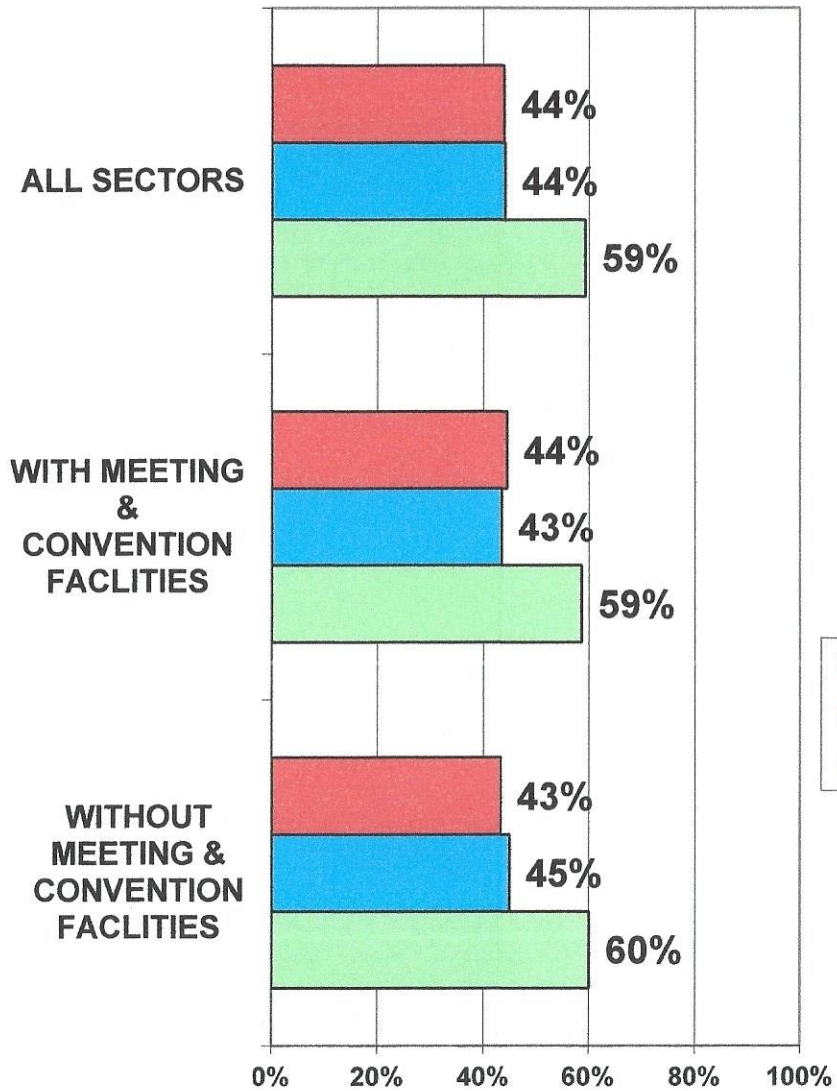
**VOLUSIA AVERAGE DAILY RATE BY
PROPERTY SIZE -
SEPTEMBER 2018 - 2020**



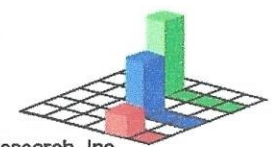
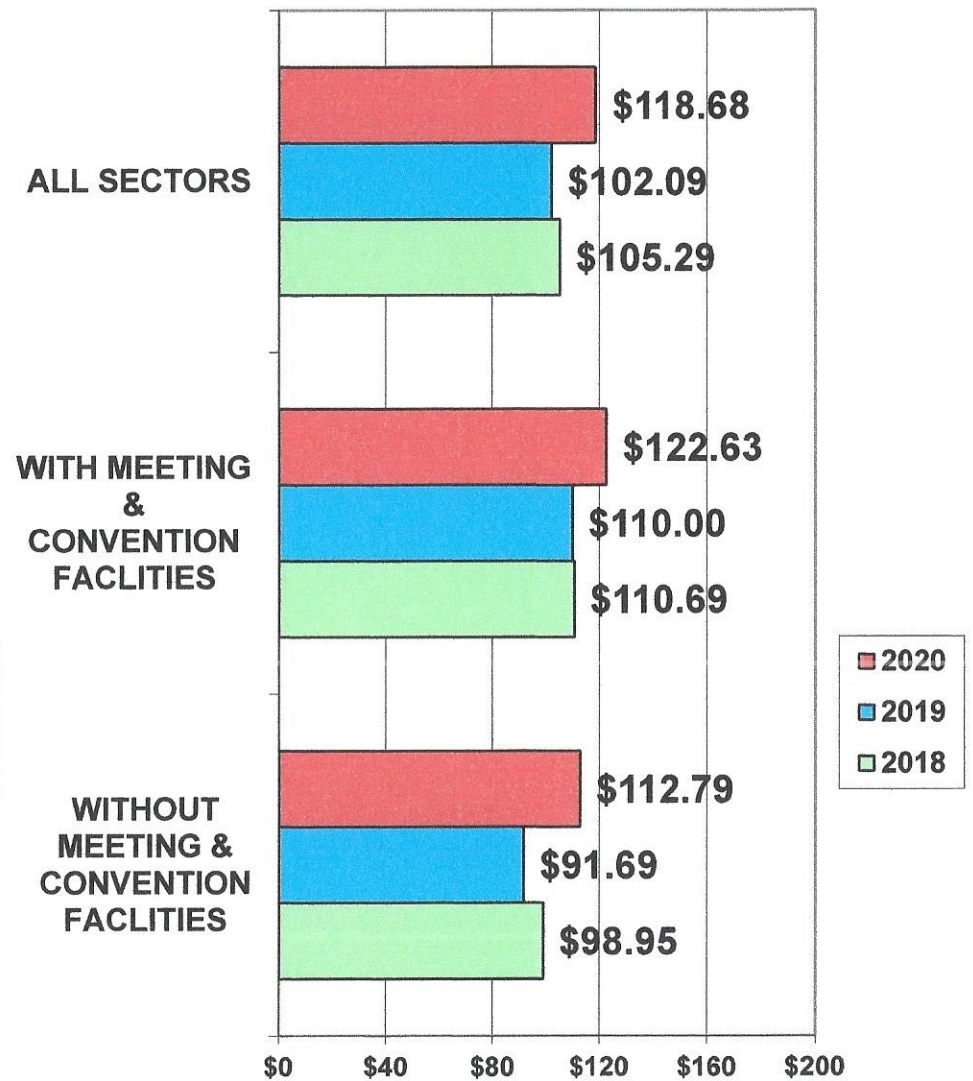
VOLUSIA REV PAR BY PROPERTY SIZE - SEPTEMBER 2018 - 2020



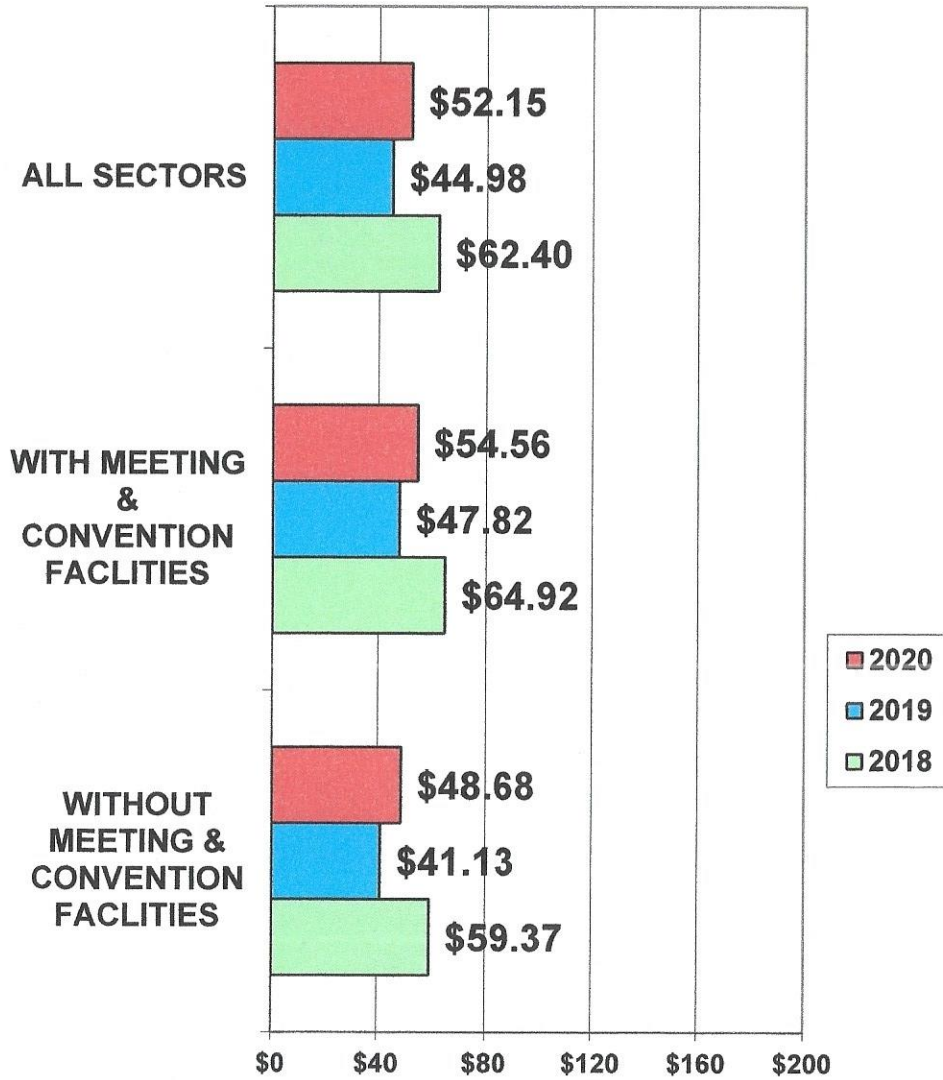
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - SEPTEMBER 2018 - 2020



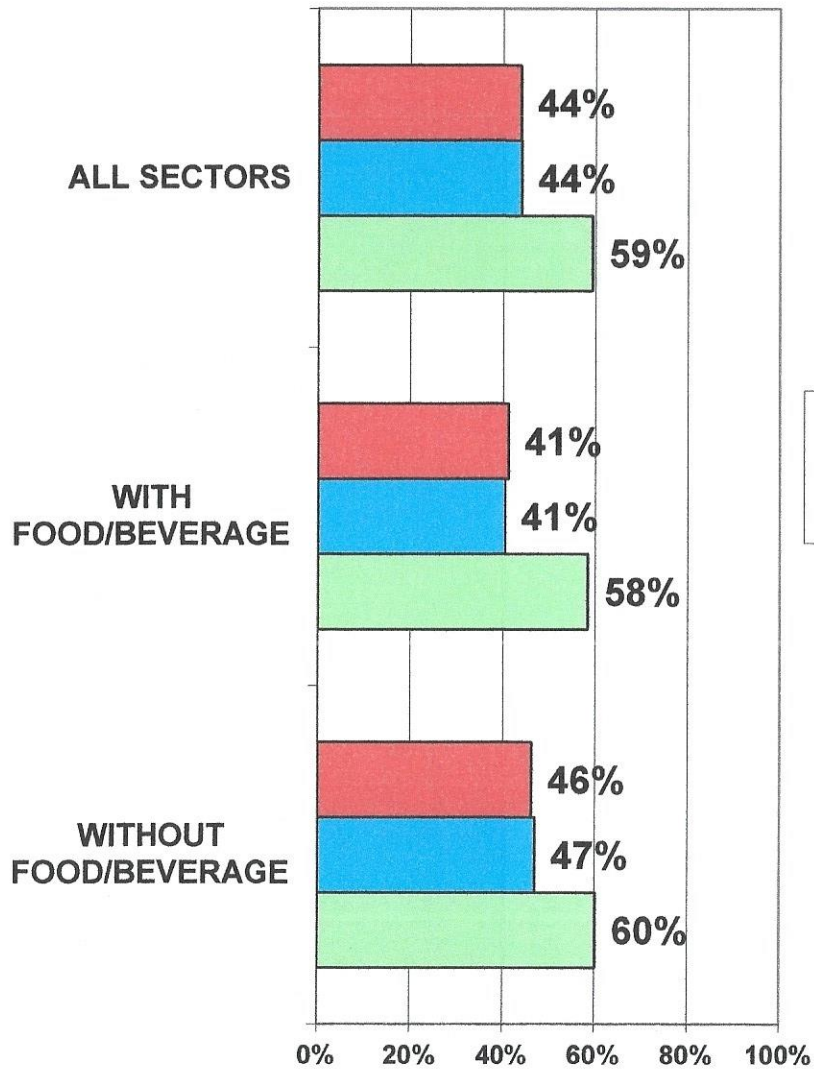
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - SEPTEMBER 2018 - 2020



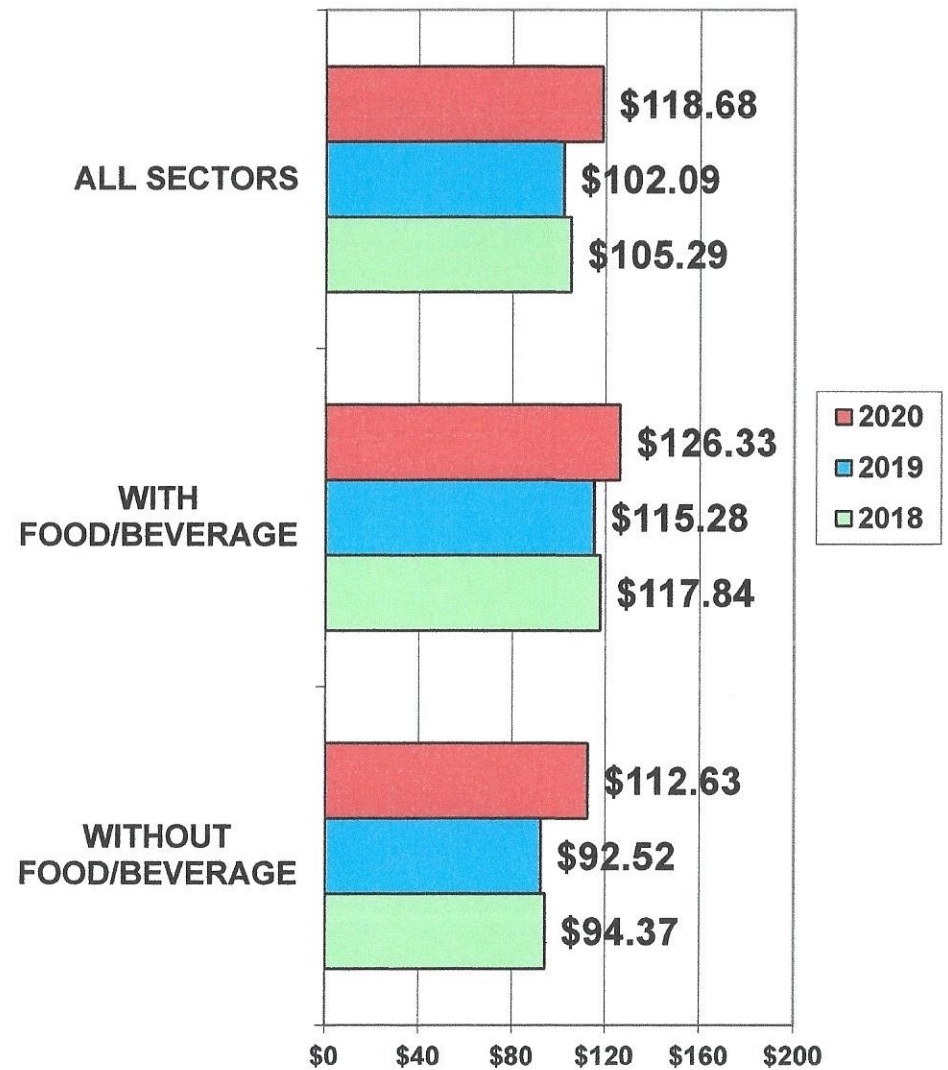
**VOLUSIA REV PAR
BY MEETING & CONVENTION
FACILITIES - SEPTEMBER 2018 - 2020**



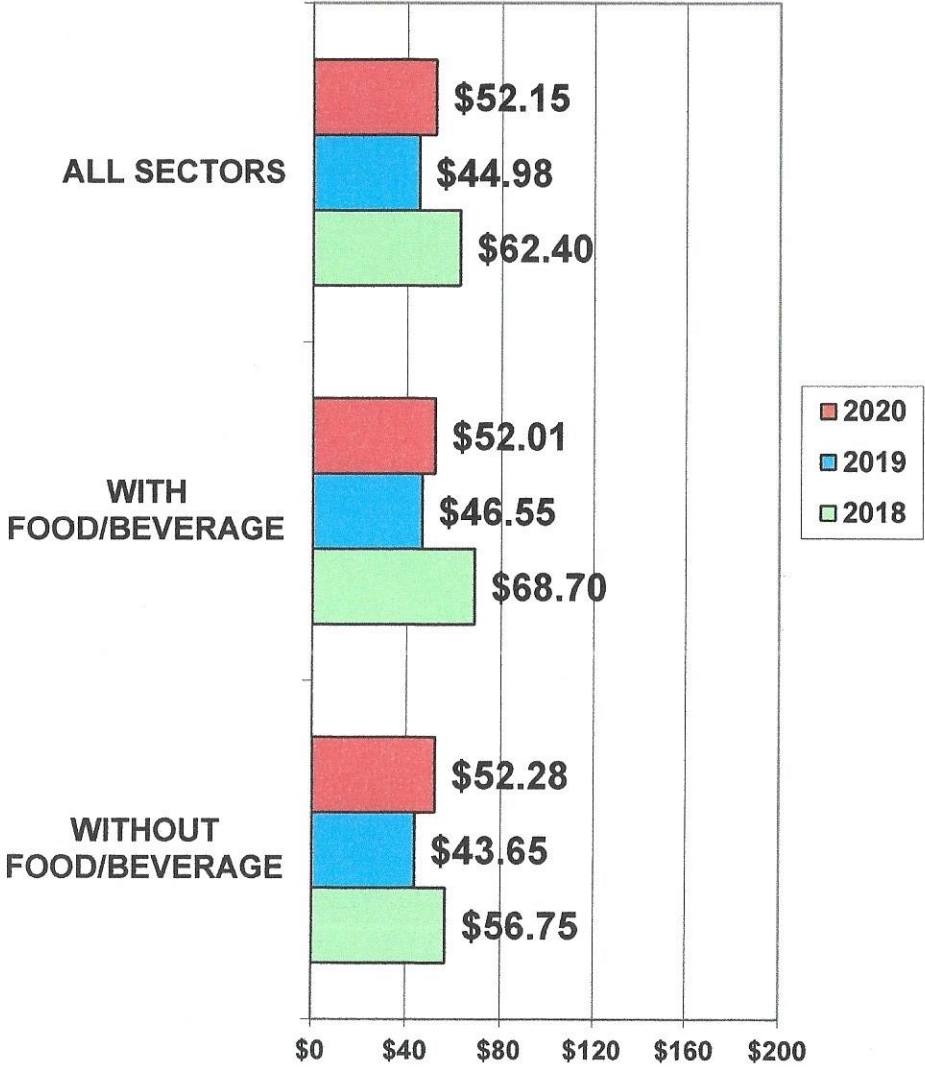
VOLUSIA OCCUPANCY BY FOOD/BEVERAGE - SEPTEMBER 2018 - 2020



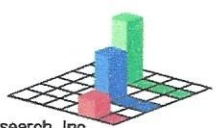
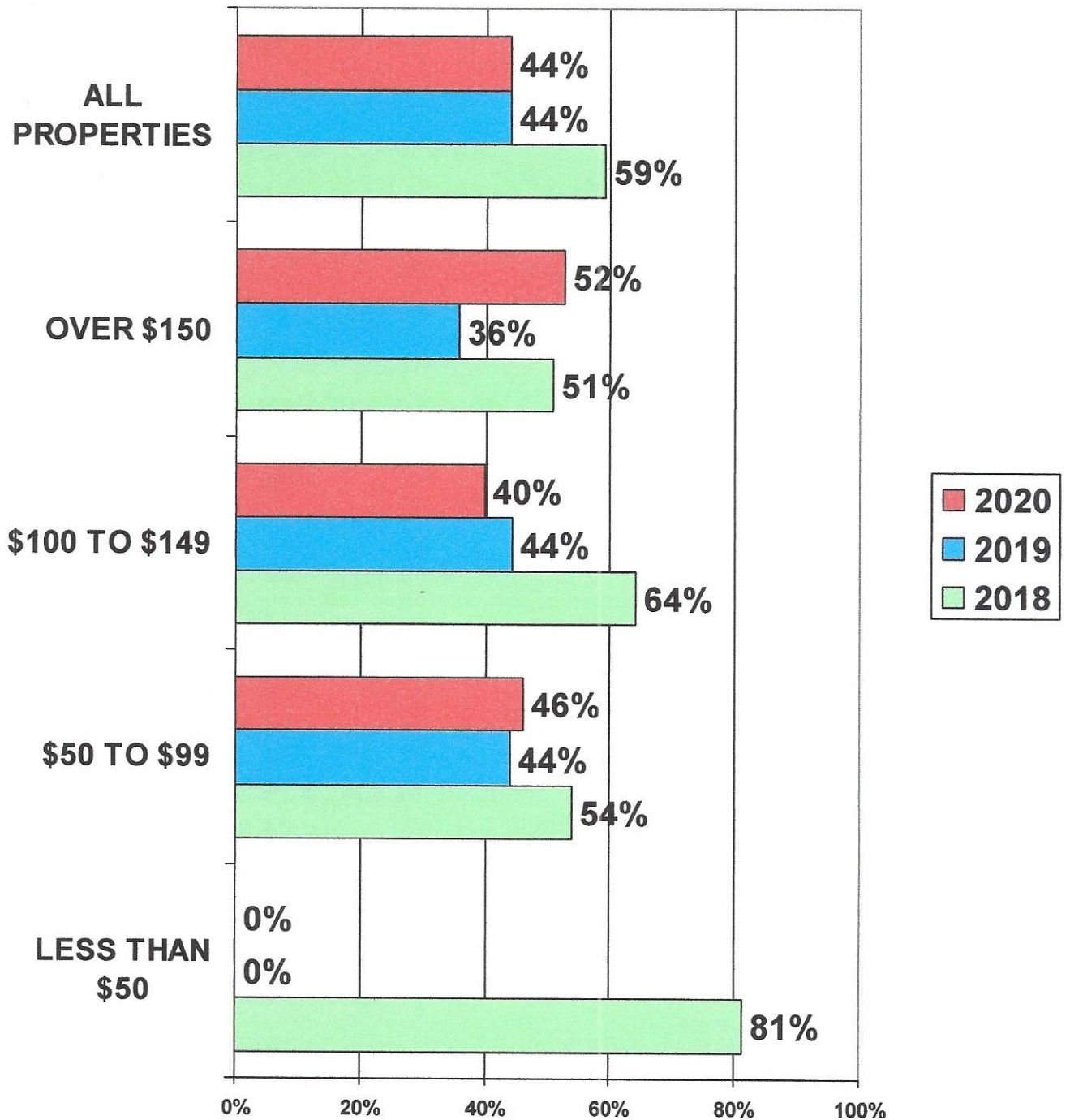
VOLUSIA AVERAGE DAILY RATE BY FOOD/BEVERAGE - SEPTEMBER 2018 - 2020



VOLUSIA REV PAR BY FOOD/BEVERAGE SEPTEMBER 2018 - 2020

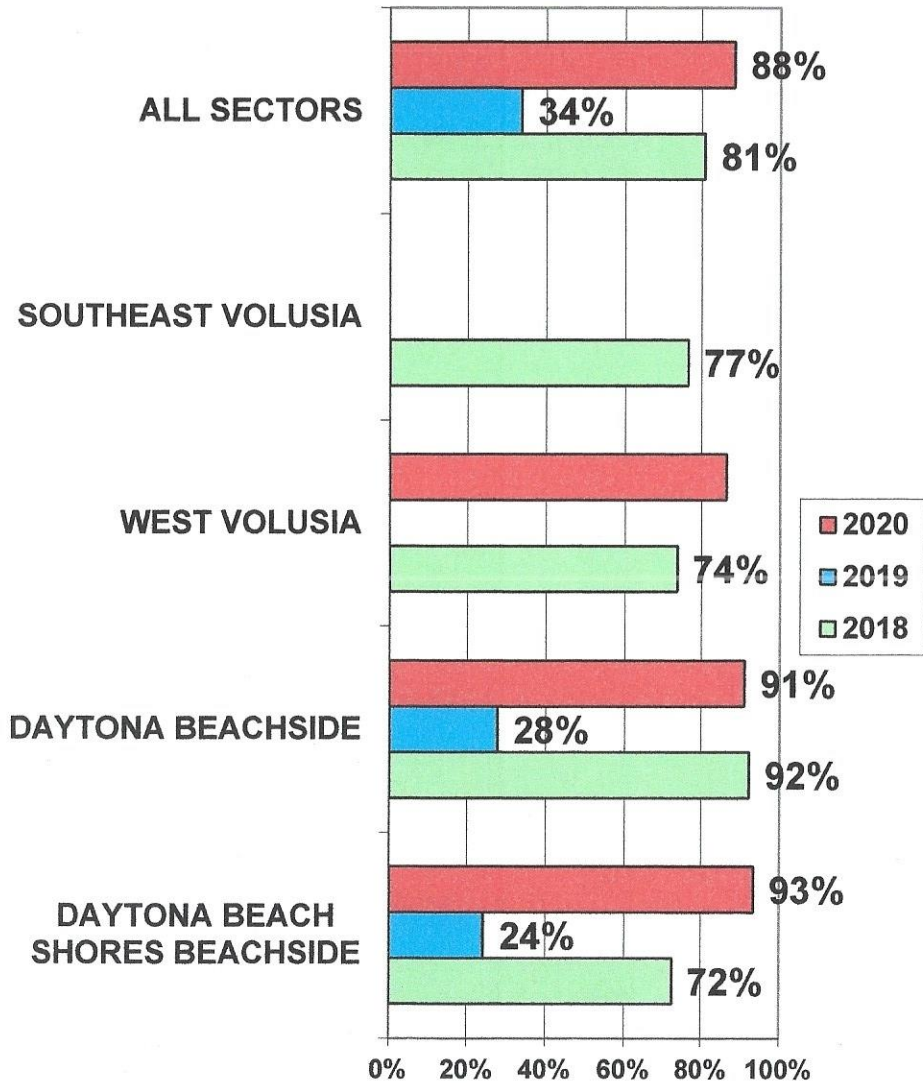


**VOLUSIA HOTEL/MOTEL OCCUPANCY
BY PRICE RANGE -
SEPTEMBER 2018 - 2020**

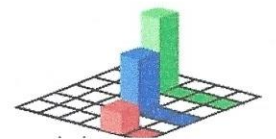
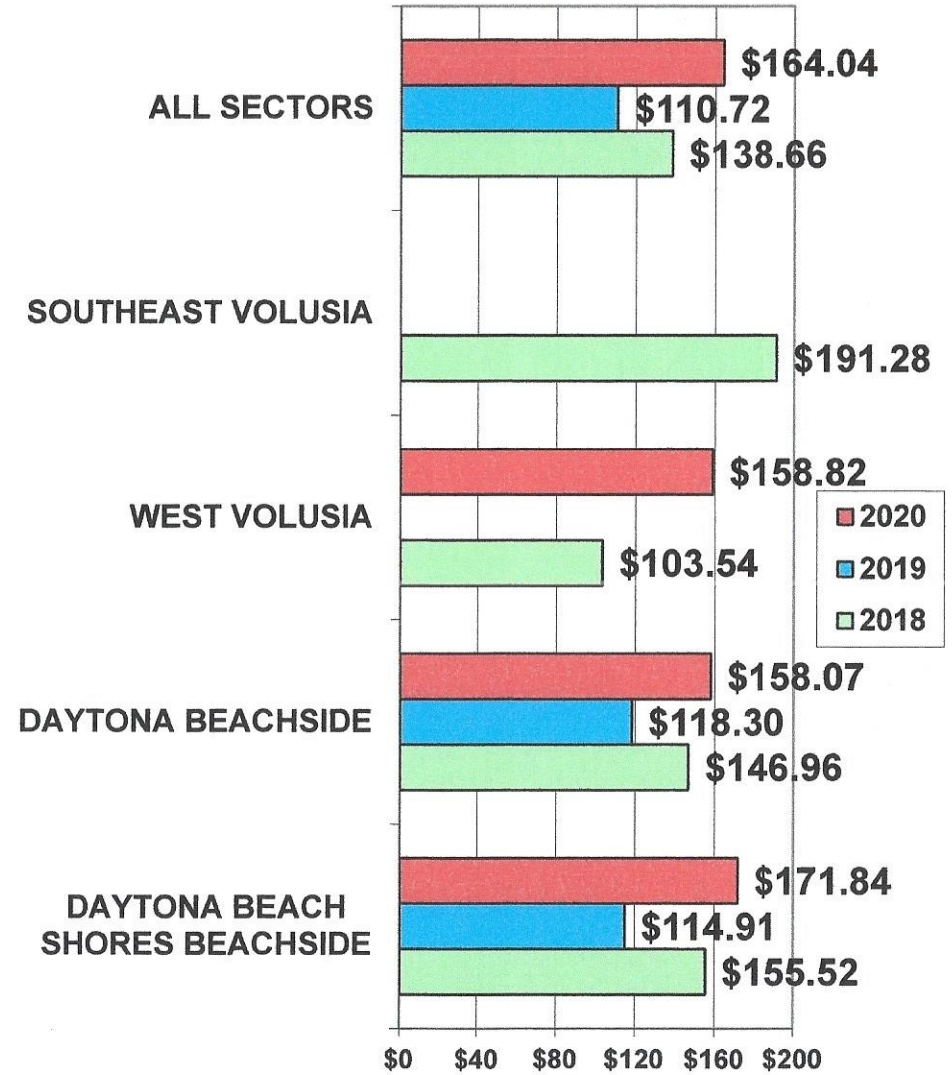


Mid-Florida Marketing & Research, Inc.

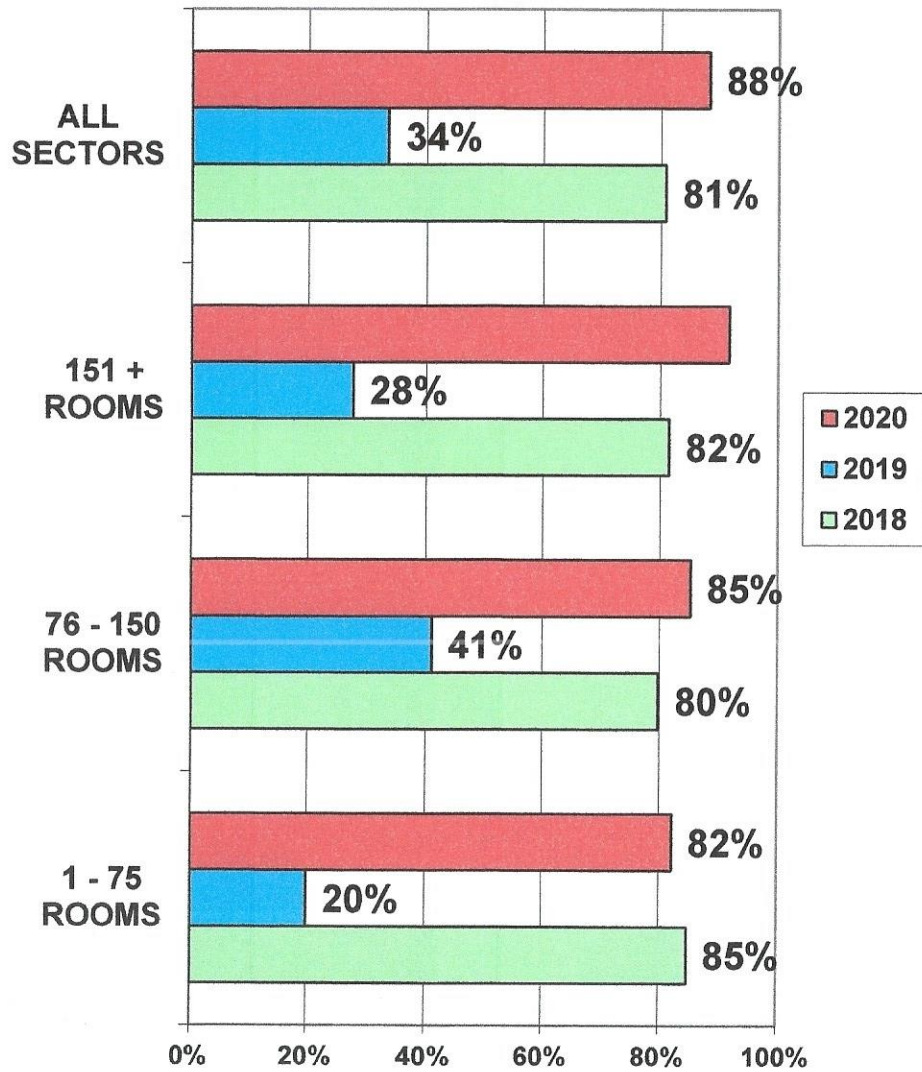
VOLUSIA OCCUPANCY BY AREA SECTORS - LABOR DAY WEEKEND 2018 - 2020



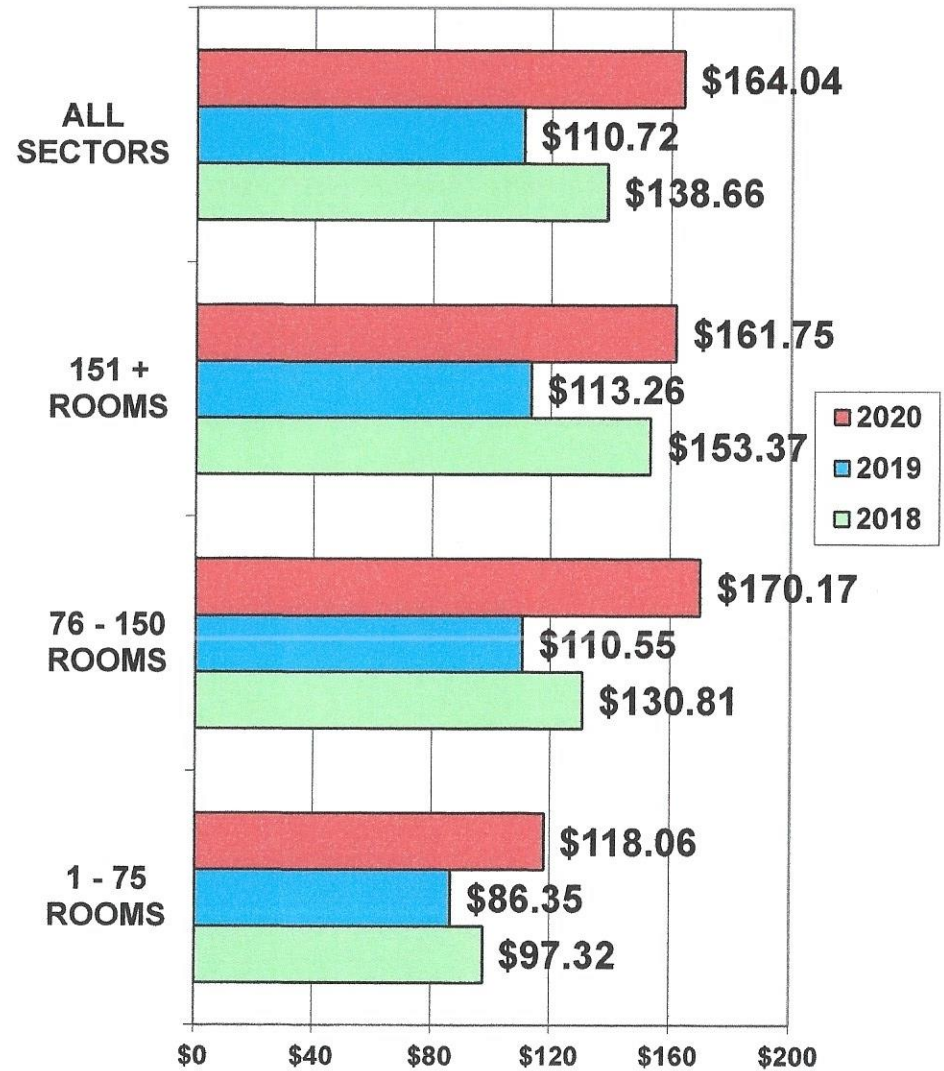
VOLUSIA AVERAGE DAILY RATE BY AREA SECTORS - LABOR DAY WEEKEND 2018 - 2020



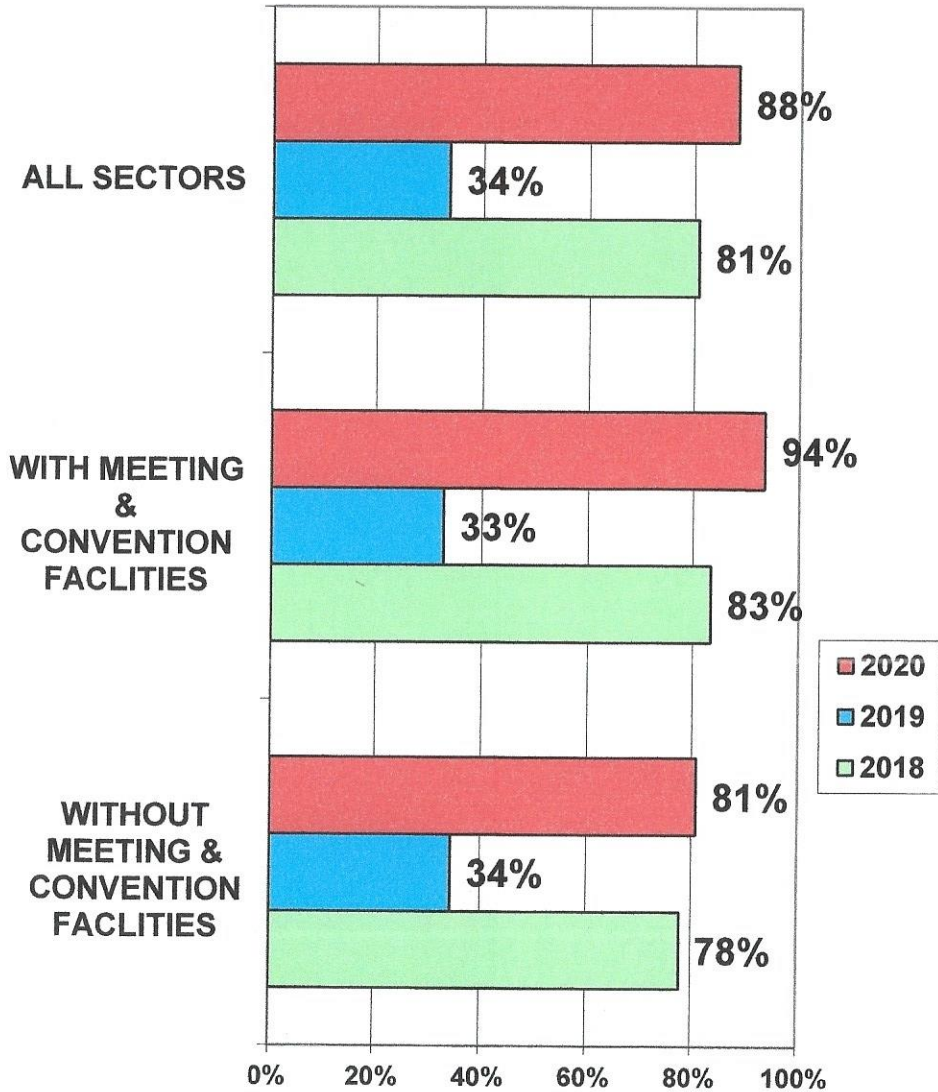
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PROPERTY SIZE -
LABOR DAY WEEKEND 2018 - 2020**



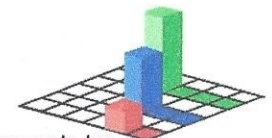
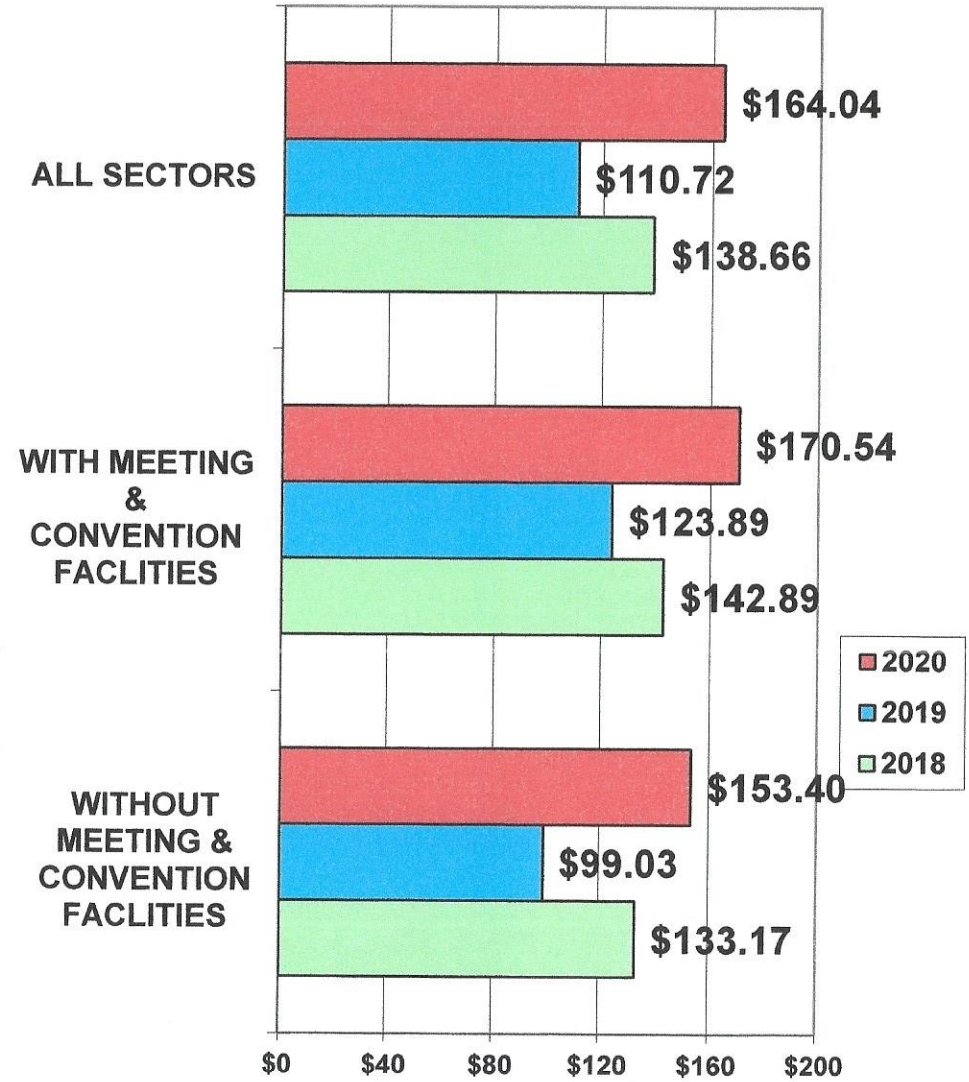
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PROPERTY SIZE -
LABOR DAY WEEKEND 2018 - 2020**



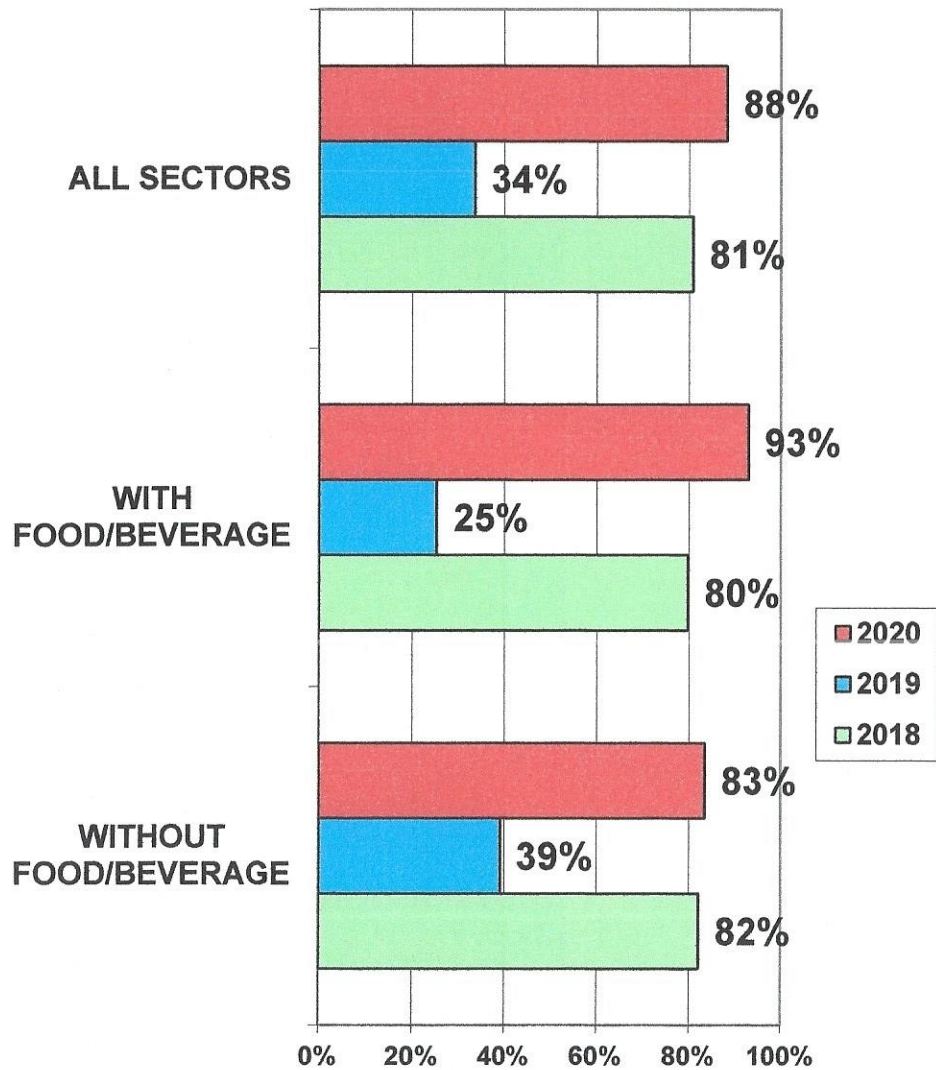
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - LABOR DAY WEEKEND 2018 - 2020



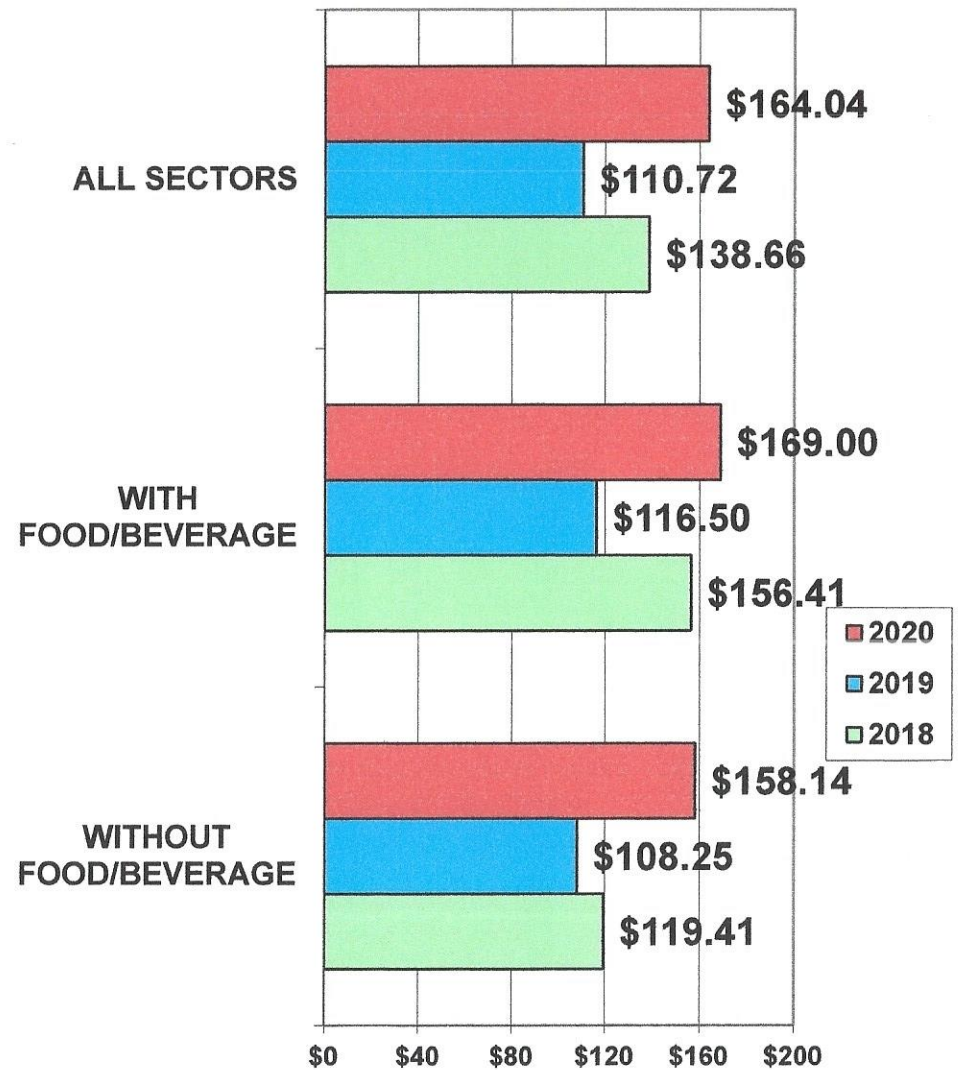
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - LABOR DAY WEEKEND 2018 - 2020



VOLUSIA OCCUPANCY BY FOOD/BEVERAGE - LABOR DAY WEEKEND 2018 - 2020



VOLUSIA AVERAGE DAILY RATE BY FOOD/BEVERAGE - LABOR DAY WEEKEND 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			
BEST WESTERN PLUS AKU TIKI	132		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	CL	X	X	X	X	X			
HOLIDAY INN EXPRESS AND SUITES OCEANFRONT	100	X		X	CL	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			
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			
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 PLUS DAYTONA INN SEABREEZE	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	
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	CL	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			
SILVER BEACH CLUB	74		X	X	CL	X	X	X	X				
WYNDHAM OCEAN WALK	127		X										

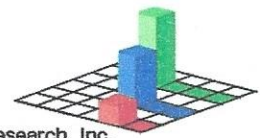


**PARTICIPATING PROPERTIES
BY AREA SECTOR**

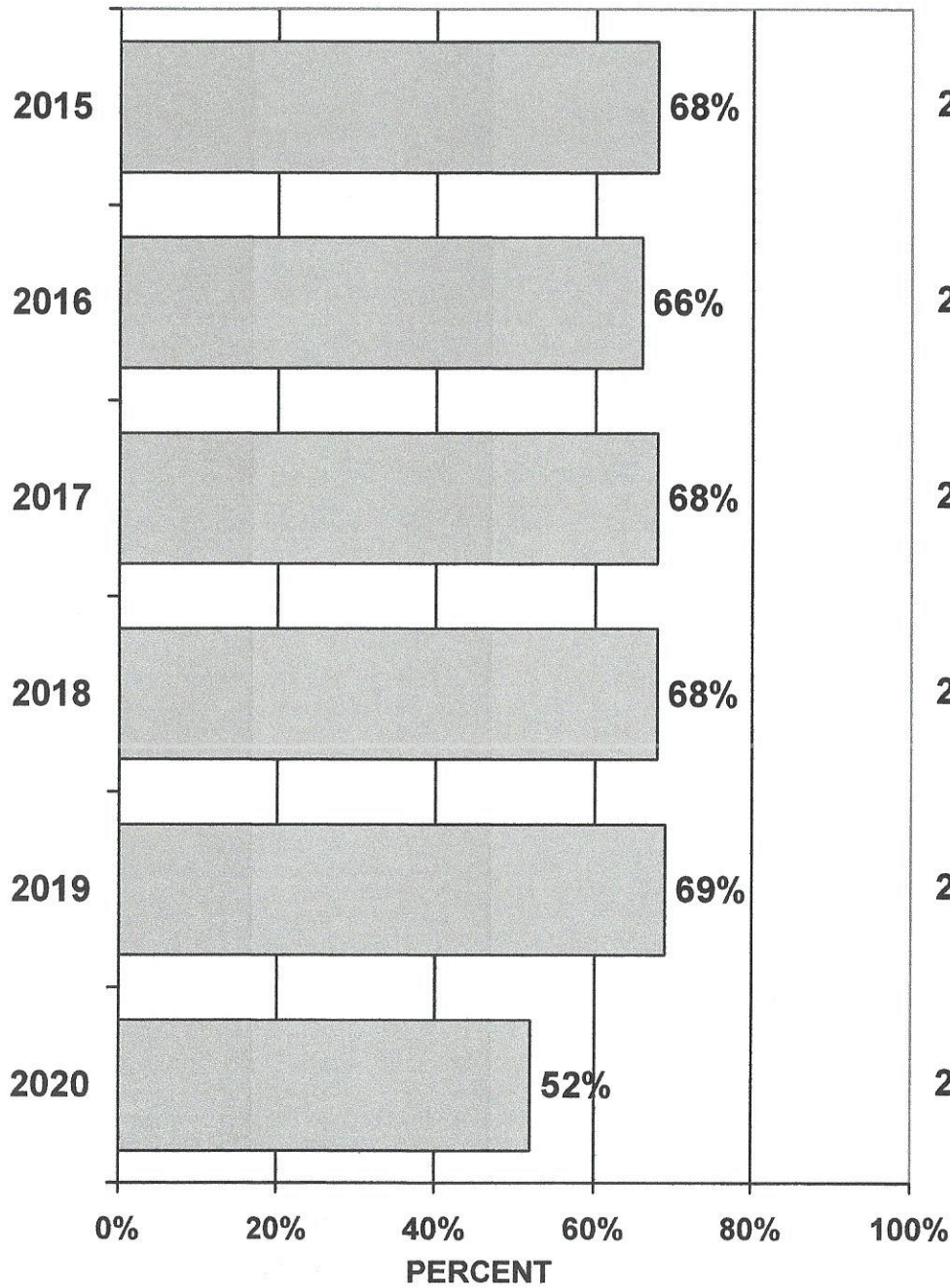
MONTHS REPORTING 2020

	<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			
CHATEAU MAR BEACH RESORT	51		X	X		X	X	X	X	X			
CORAL SANDS OCEAN FRONT	102	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	CL	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			
SLEEP INN	82	X	X										
AIRPORT/SPEEDWAY DISTRICT													
DAYTONA BEACH COURTYARD	122	X	X	X	X	X	X	X	X				
DAYTONA BEACH RESIDENCE INN	122	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	CL	X	X	X	X	X			
HOMEWOOD SUITES	94	X	X	X	X	X	X	X	X	X			
QUALITY INN DAYTONA	64	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			
COURTYARD DELAND	104	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			
SE VOLUSIA													
COASTAL WATERS INN	40				CL								
*COUNTRY INN & SUITES PORT ORANGE	87	X	X	X	CL	X	X	X	X	X			
HAMPTON INN	122	X						X			X		
INN ON THE AVENUE	6	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				

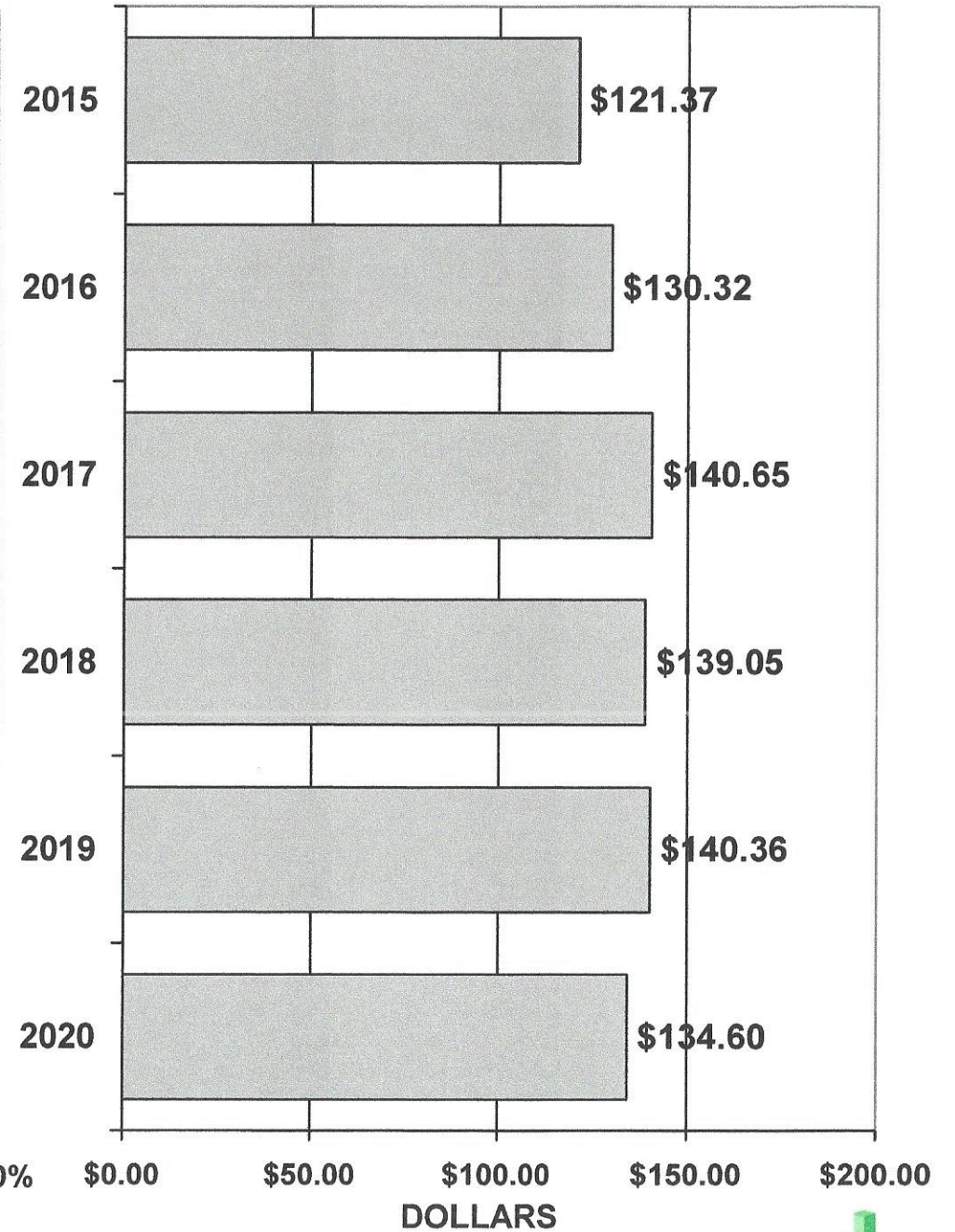
*Country Inn & Suites is listed in Area Sectors Highway I-95 Intersections and SE Volusia
CL - Closed for the month



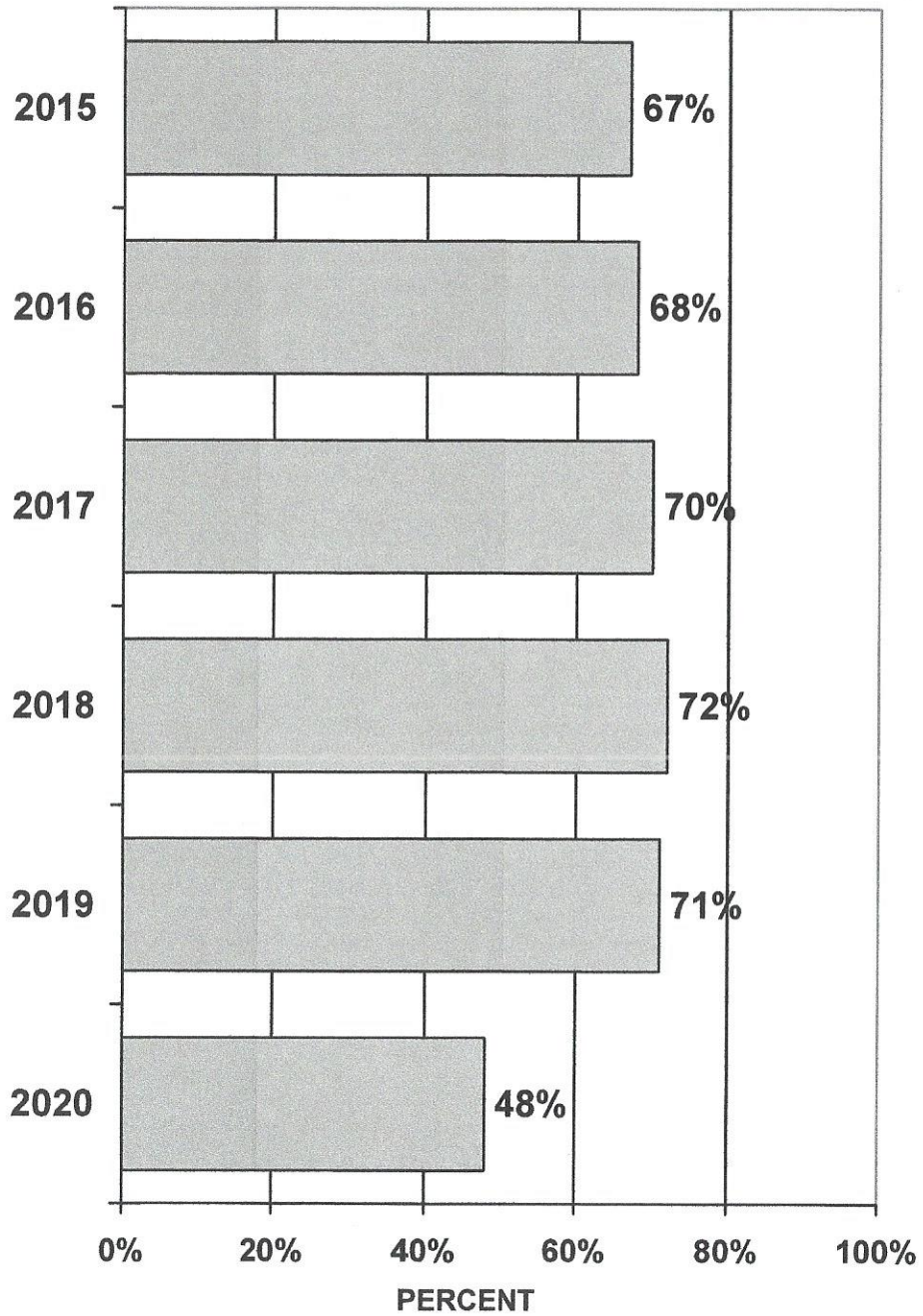
**DAYTONA BEACH SHORES
OCCUPANCY YEAR TO DATE
SEPTEMBER 2015 - 2020**



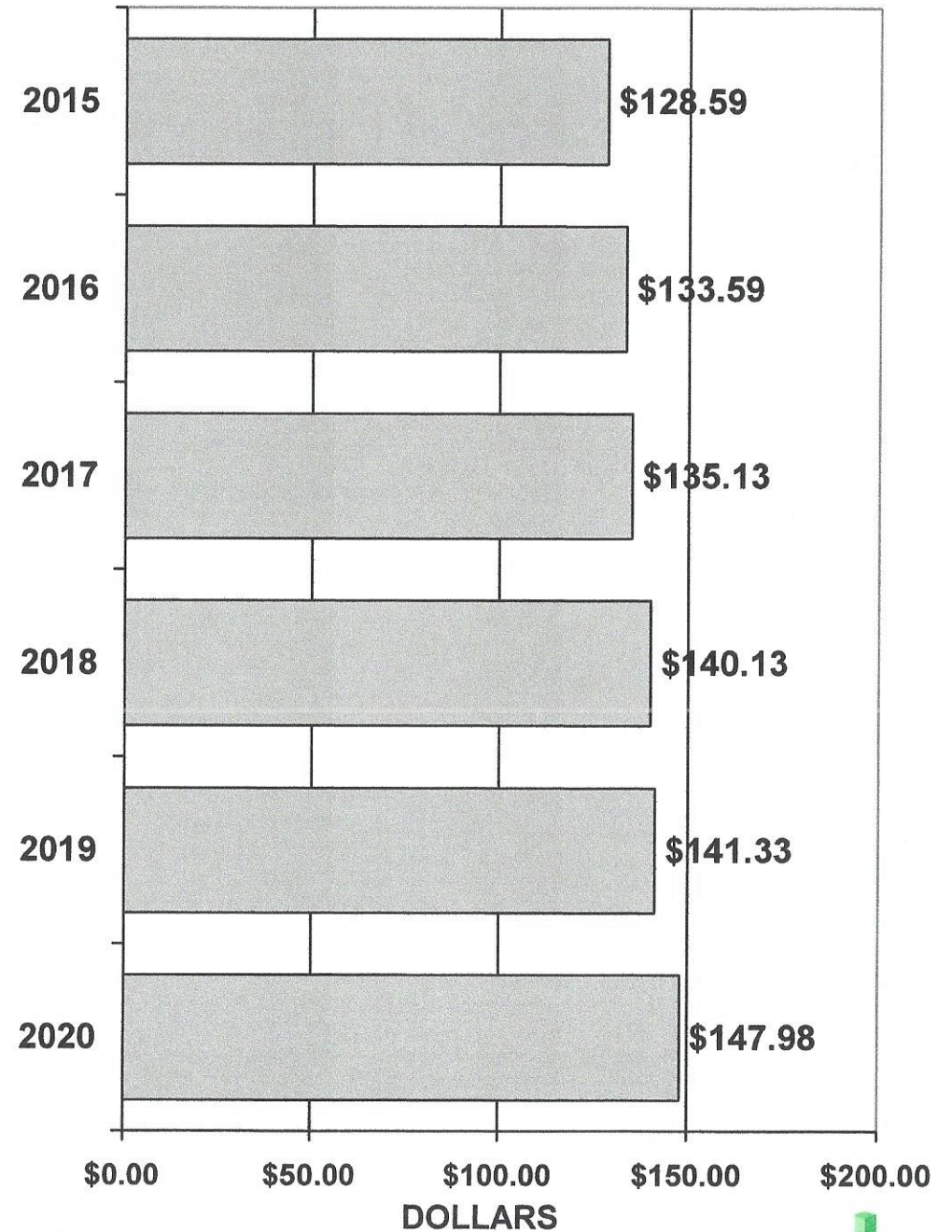
**DAYTONA BEACH SHORES
AVERAGE DAILY RATE YEAR TO DATE
SEPTEMBER 2015 - 2020**



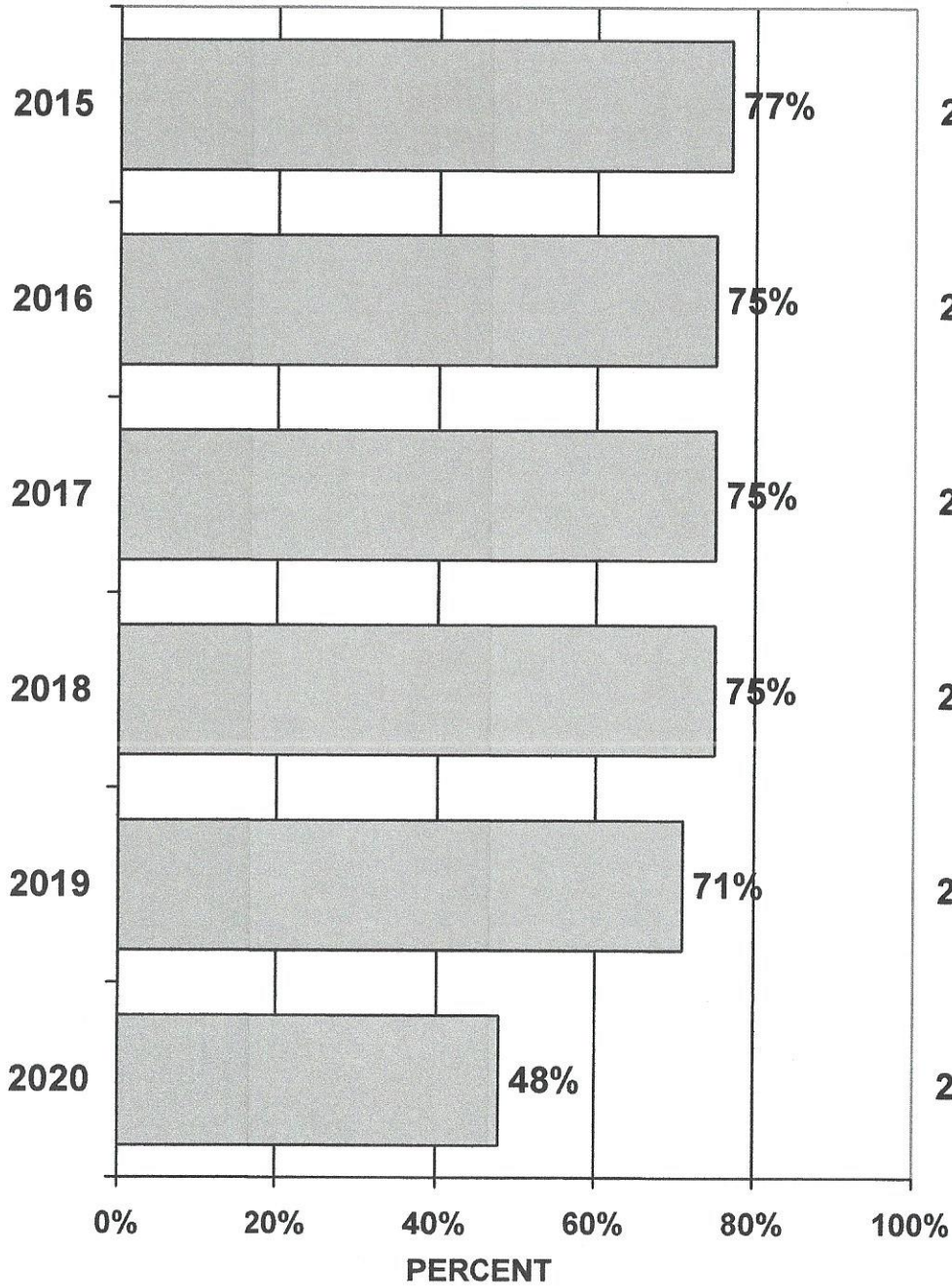
**BEACHSIDE DAYTONA BEACH
OCCUPANCY YEAR TO DATE
SEPTEMBER 2015 - 2020**



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



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



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

