

Memo

To: HAAA
From: Evelyn Fine
Date: May 23, 2017
Subject: April 2017 Occupancy & Average Daily Rate Report

Overall Daytona Beach Area Occupancy increased about 8%, to 72% in April 2017 from 67% in April 2016.

The Daytona Beach Area Average Daily Rate increased 7%, to \$123.82 in April 2017 from \$116.23 in April 2016.

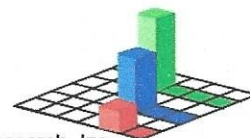
The Daytona Beach Area Revenue per Available Room increased about 15%, to \$89.17 in April 2017 from \$77.30 in April 2016.

Excellent weather, Easter, Jeep Beach Week, Cheerleading competitions, and Light Horse Calvary Group had a positive influence on the Occupancy and ADR during the month of April 2017.

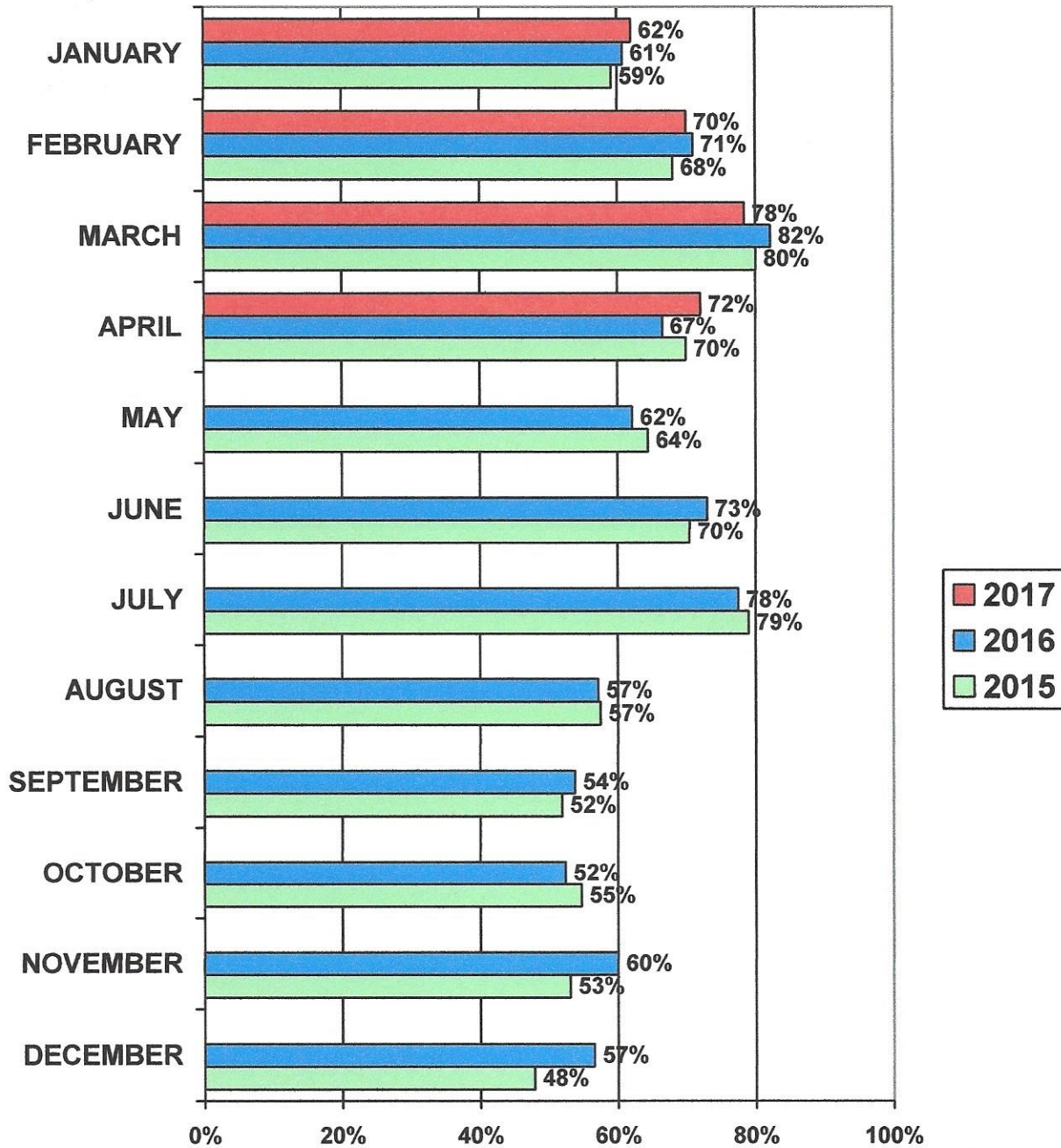
Occupancy during the Easter Weekend was 88%, ADR was \$131.40, and RevPar was \$114.94.
Occupancy during Jeep Beach Week was 71%, ADR was \$127.52, and RevPar was \$90.99.

A few hotels were still not operating at 100% or were closed due to damage from Hurricane Matthew in October 2016, resulting in somewhat higher rates for the rest.

EF/LK

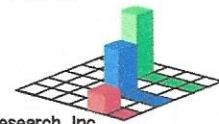


DAYTONA BEACH HOTEL/MOTEL OCCUPANCY 2015 - 2017

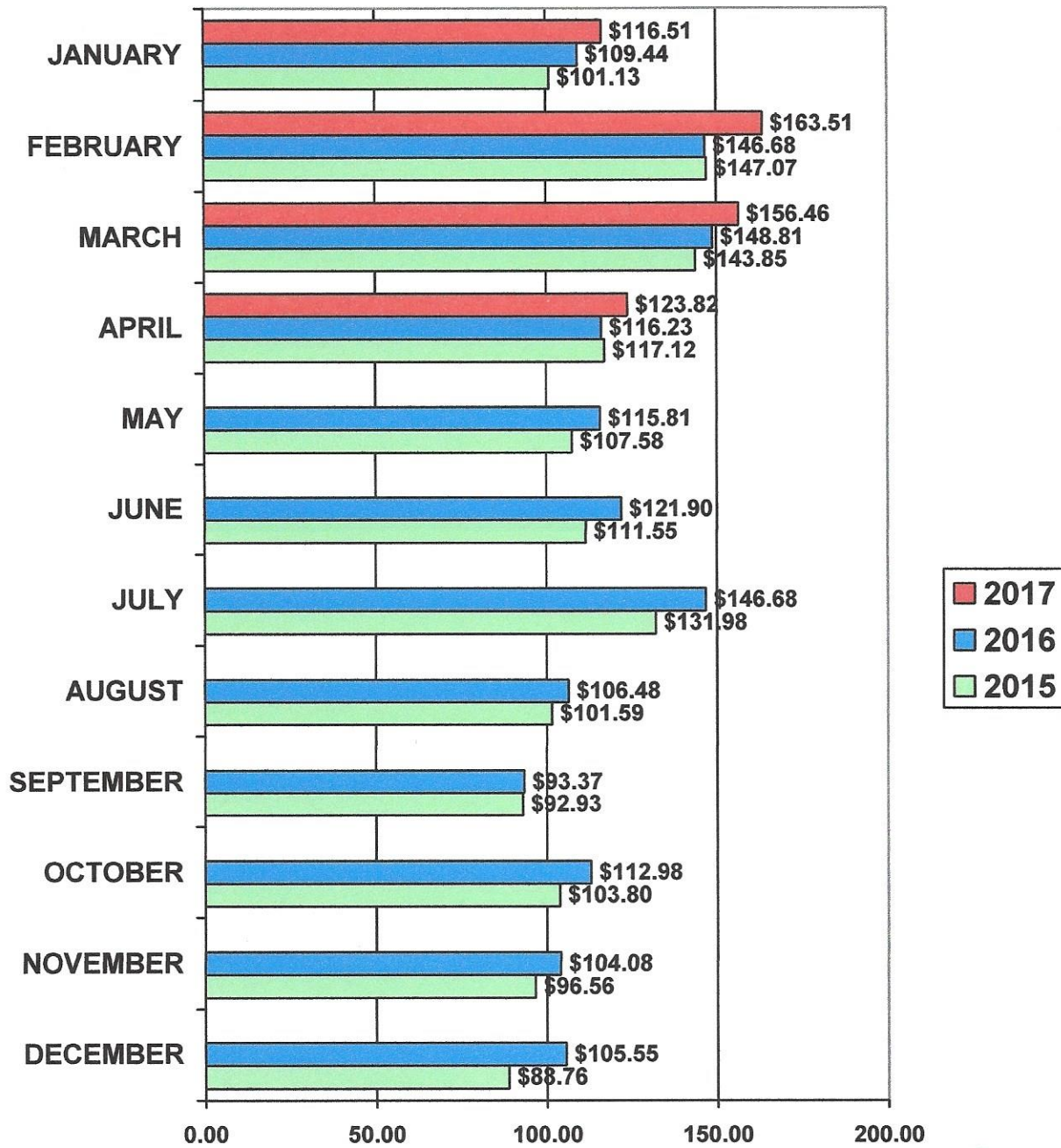


2017 YTD AVG. 71% **APR. 2017 HIGH 99%**
2016 YTD AVG. 70% **APR. 2017 LOW 16%**
2015 YTD AVG. 69%

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DAYTONA BEACH HOTEL/MOTEL AVERAGE DAILY RATE 2015 - 2017

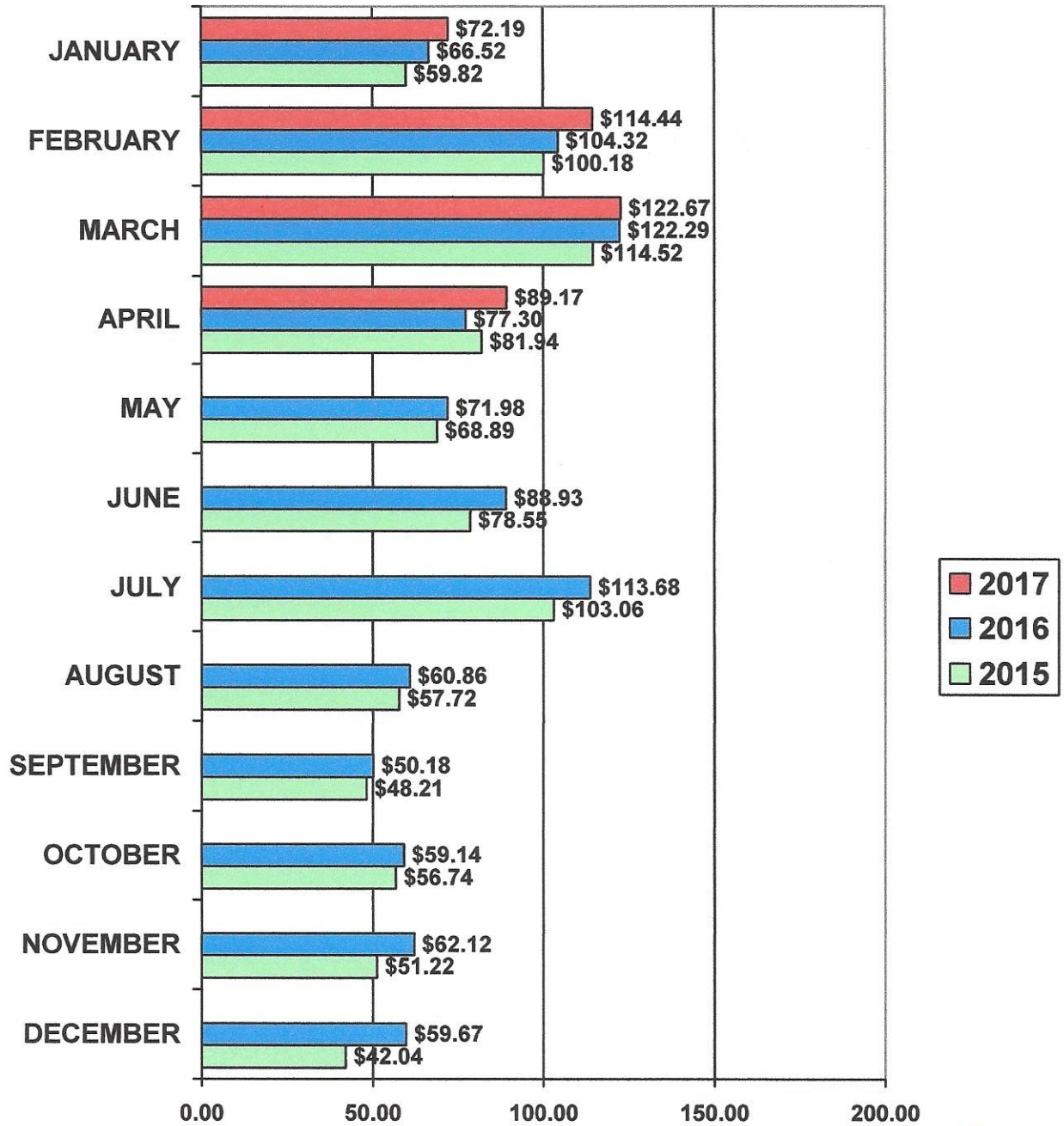


2017 YTD AVG. \$141.25 APR. 2017 HIGH \$208.52
2016 YTD AVG. \$132.33 APR. 2017 LOW \$ 47.42
2015 YTD AVG. \$128.51

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



2017 YTD AVG. \$100.00

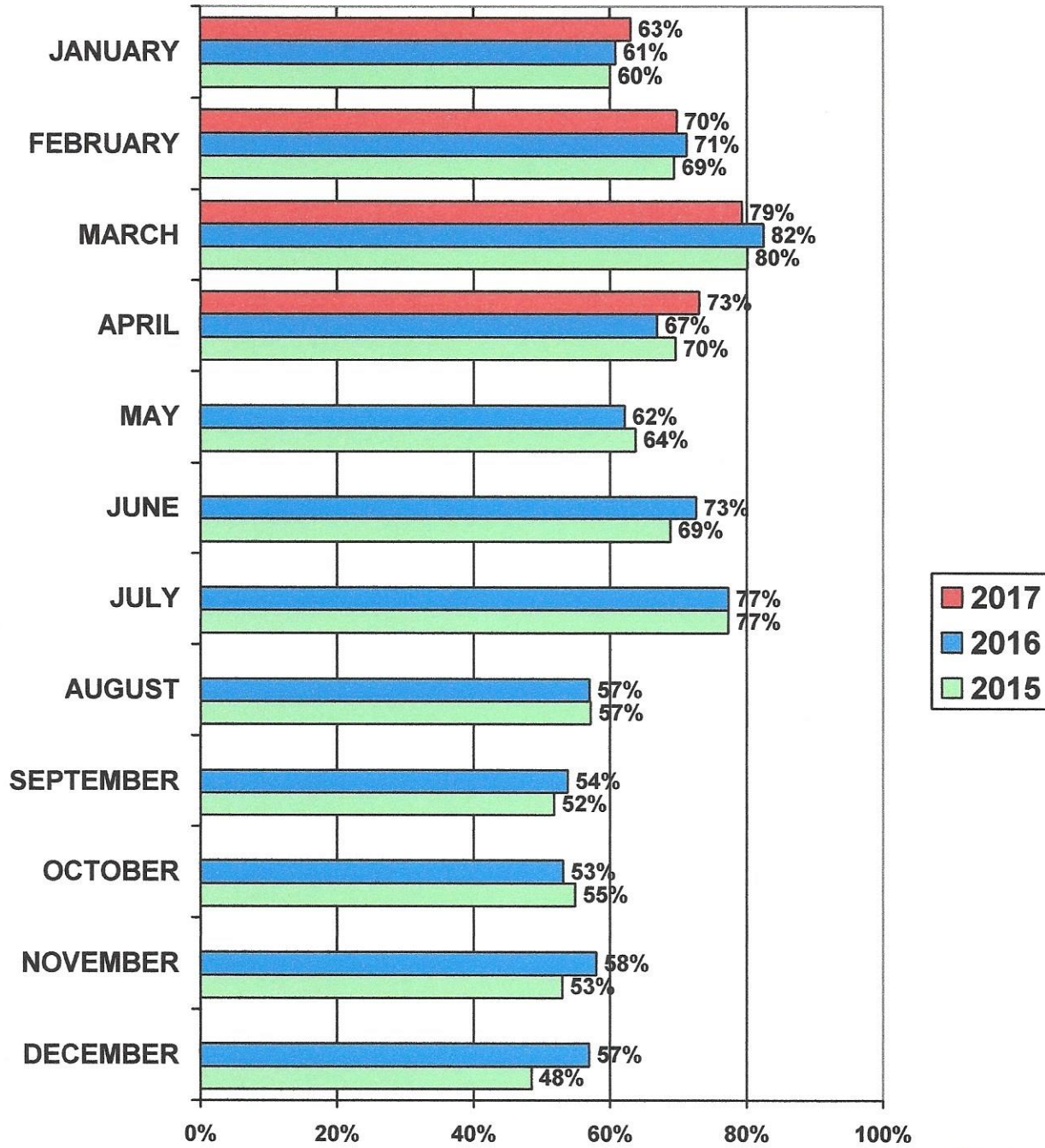
2016 YTD AVG. \$ 93.03

2015 YTD AVG. \$ 88.35

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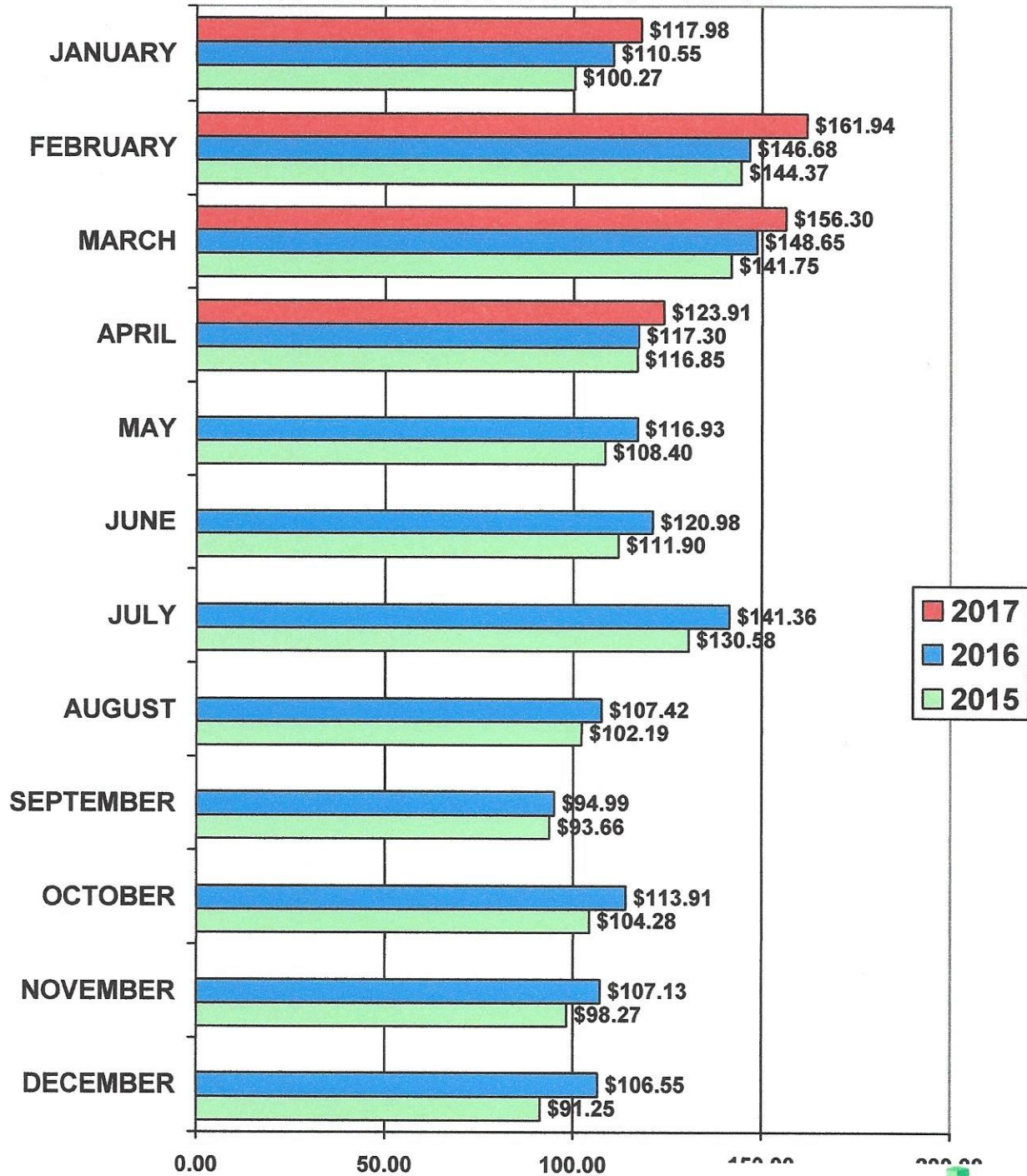
VOLUSIA HOTEL/MOTEL OCCUPANCY 2015 - 2017



2017 YTD AVG. 71% **APR. 2017 HIGH 99%**
2016 YTD AVG. 70% **APR. 2017 LOW 16%**
2015 YTD AVG. 70%

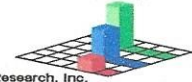


VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2015 - 2017

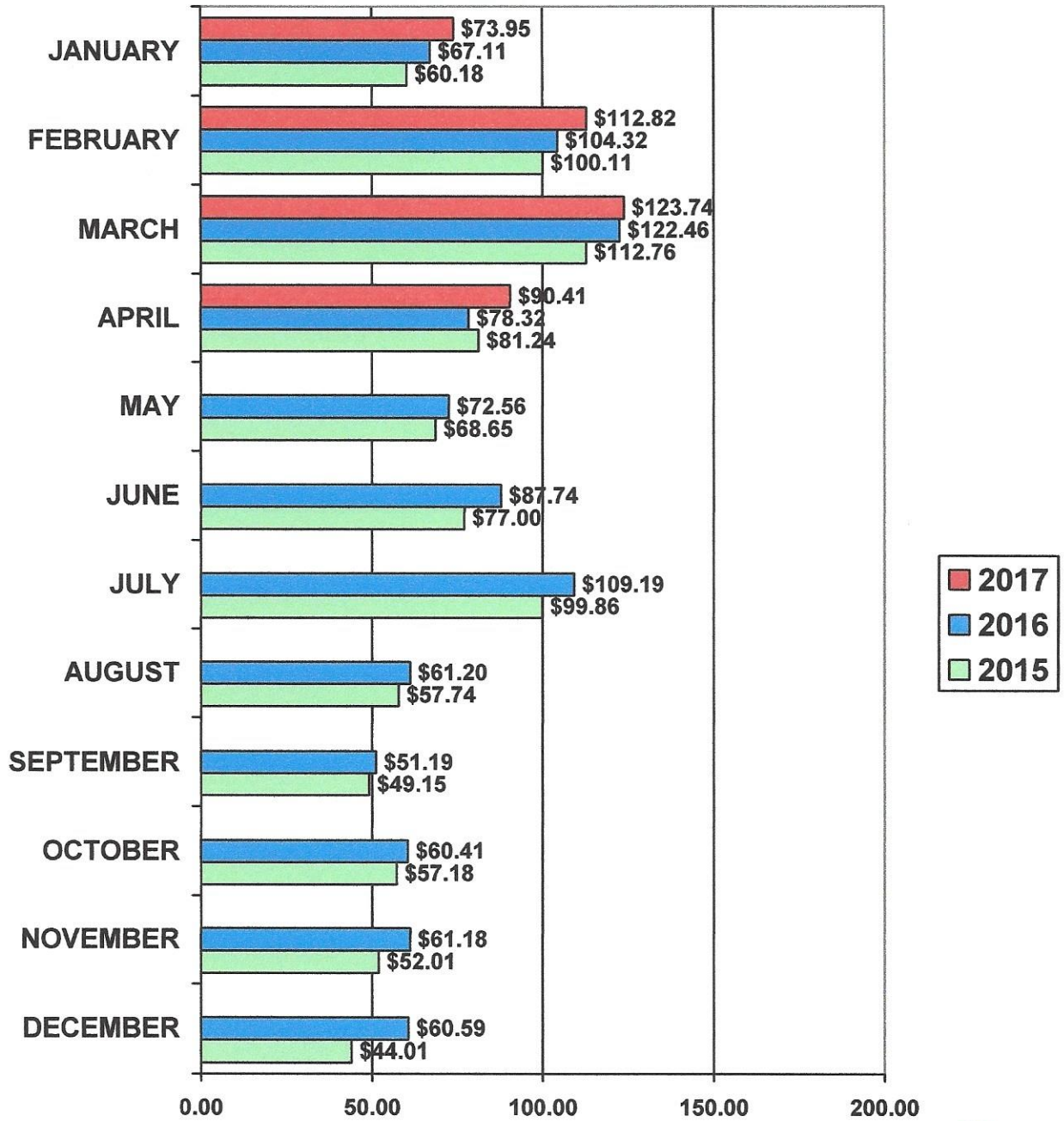


2017 YTD AVG. \$140.98 APR. 2017 HIGH \$208.52
2016 YTD AVG. \$132.47 APR. 2017 LOW \$ 47.72
2015 YTD AVG. \$126.88

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VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2015 - 2017

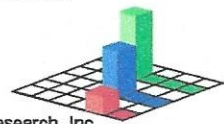


2017 YTD AVG. \$100.56

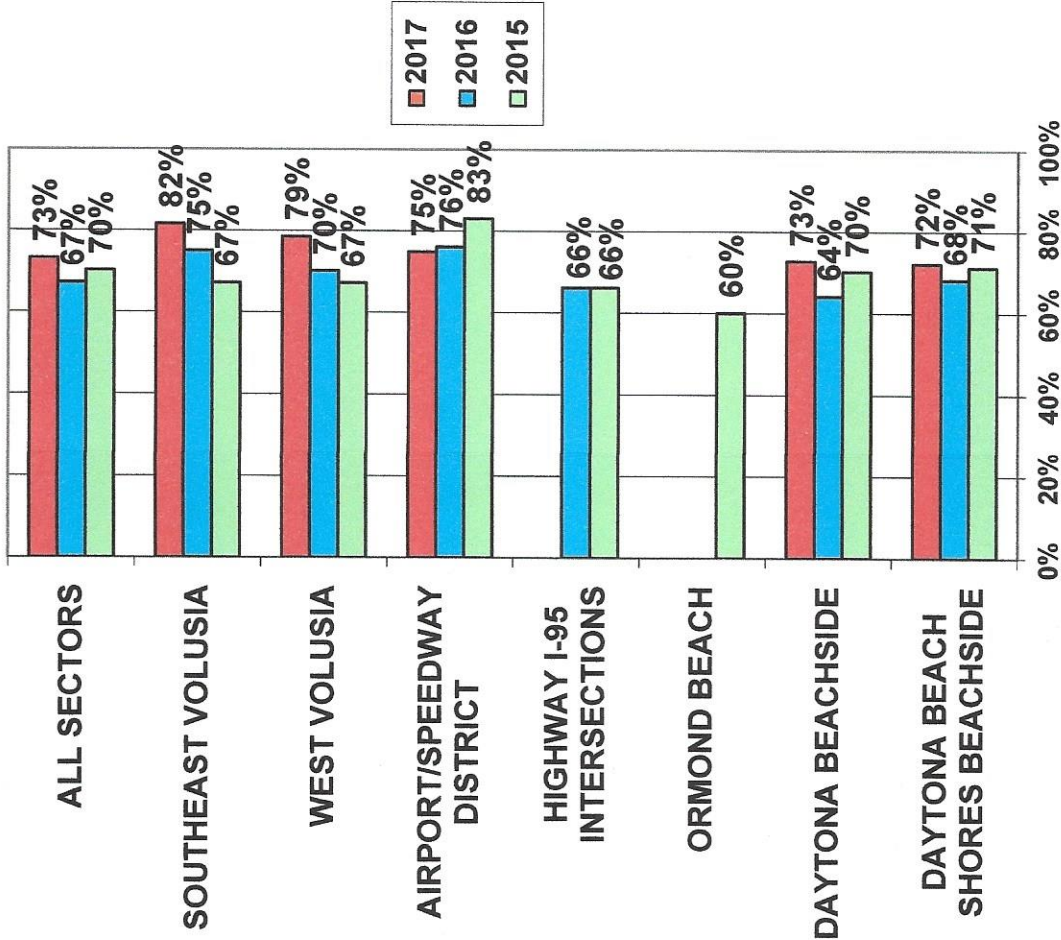
2016 YTD AVG. \$ 93.22

2015 YTD AVG. \$ 90.79

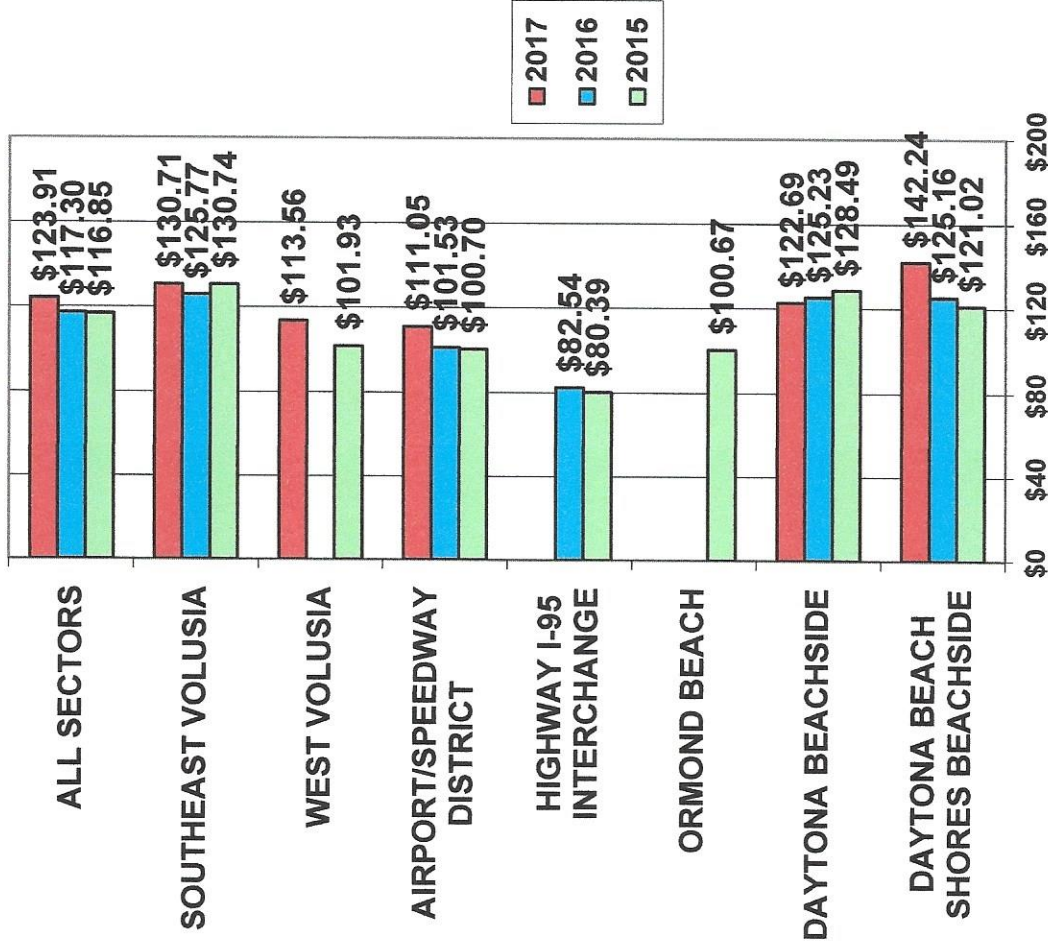
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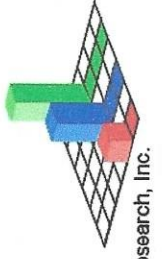
**VOLUSIA OCCUPANCY BY
AREA SECTORS -
APRIL 2015 - 2017**



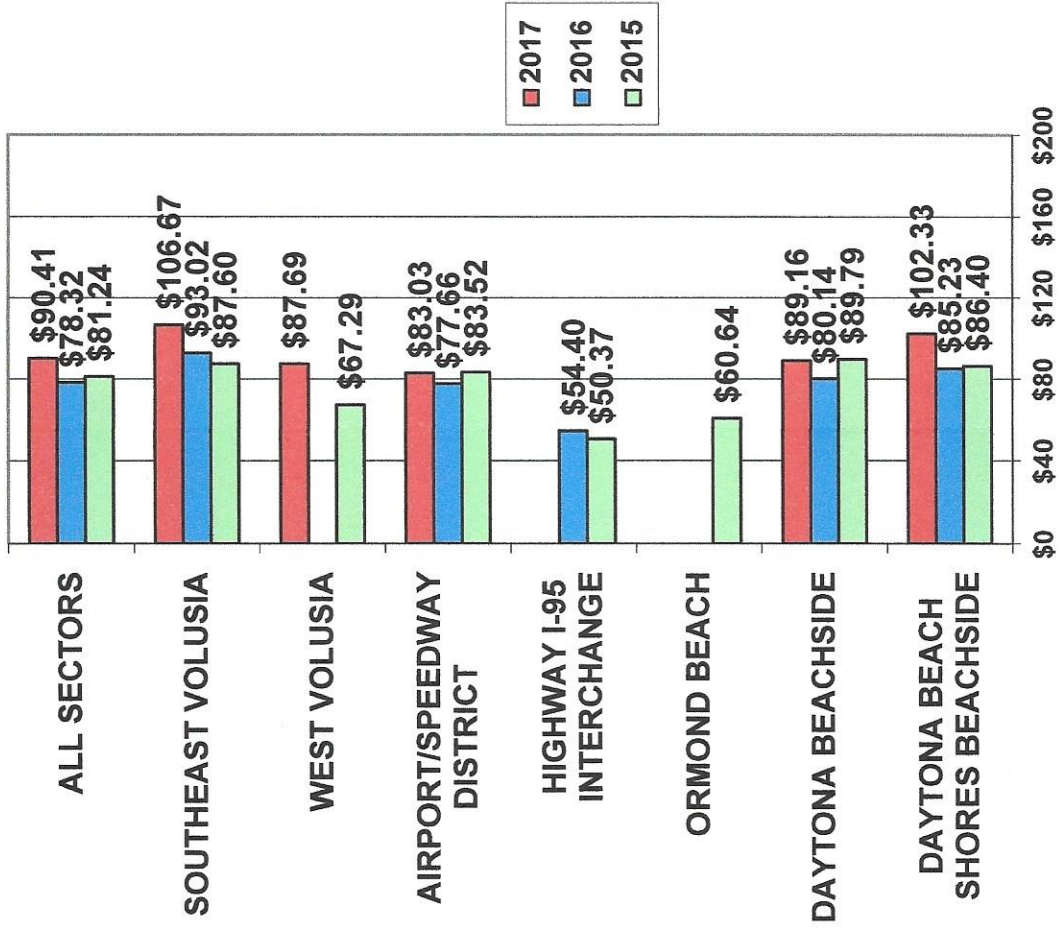
**VOLUSIA AVERAGE DAILY RATE BY
AREA SECTORS -
APRIL 2015 - 2017**



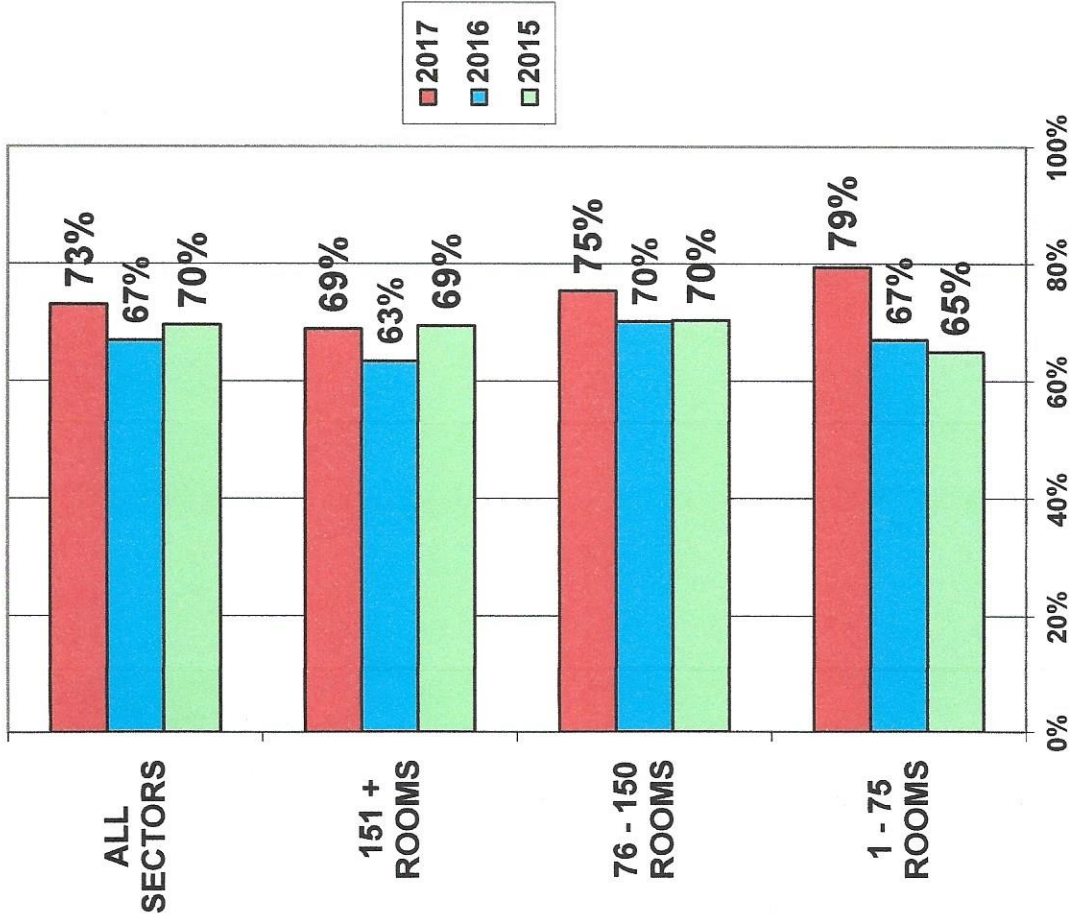
AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.



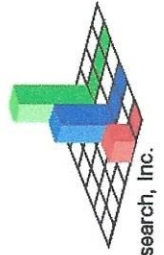
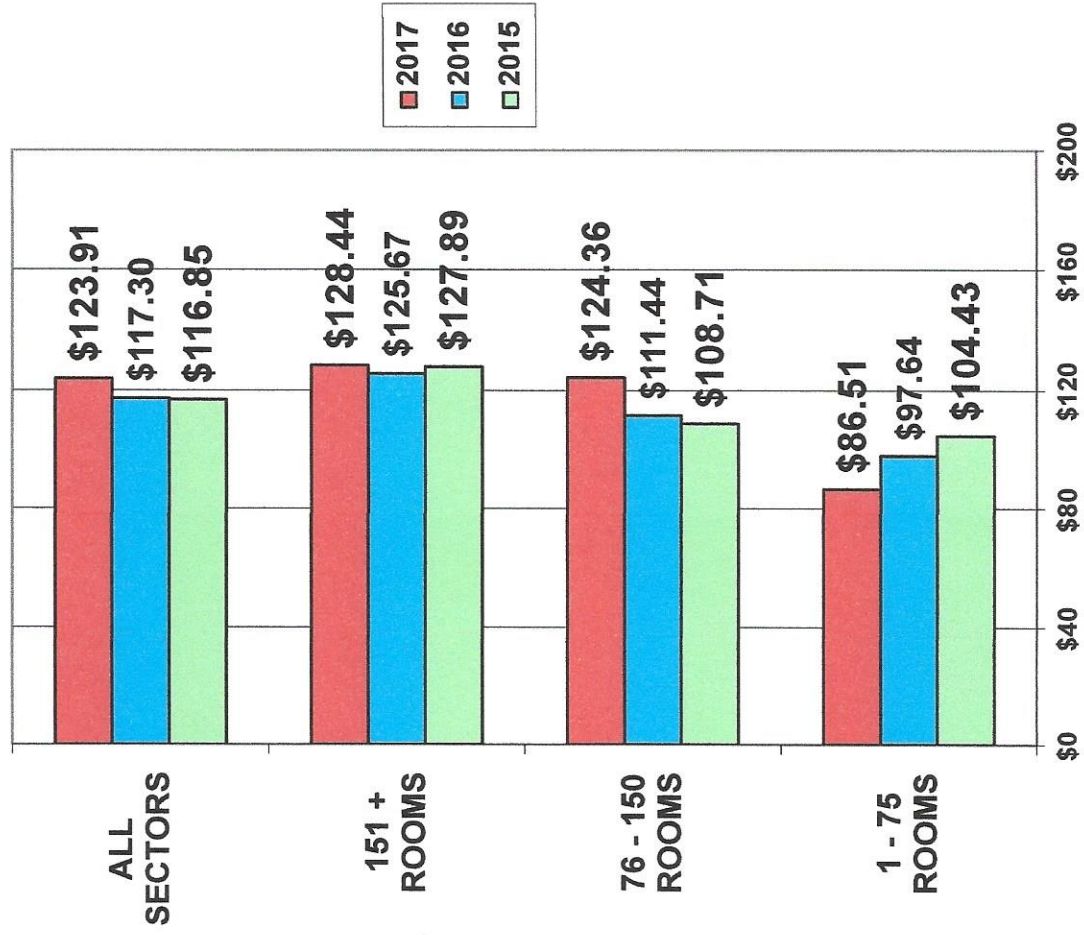
**VOLUSIA REV/PAR
BY AREA SECTORS -
APRIL 2015 - 2017**



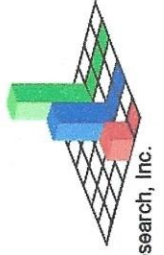
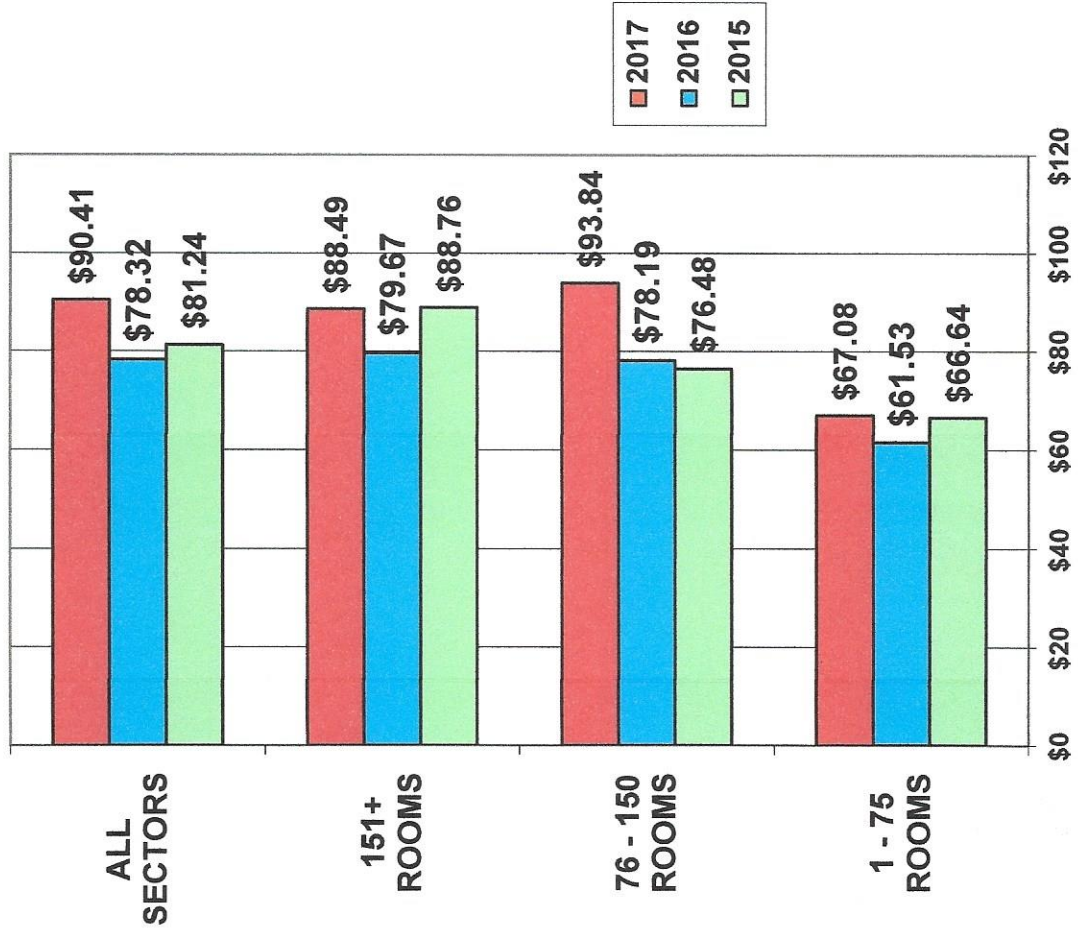
**VOLUSIA OCCUPANCY
BY PROPERTY SIZE -
APRIL 2015 - 2017**



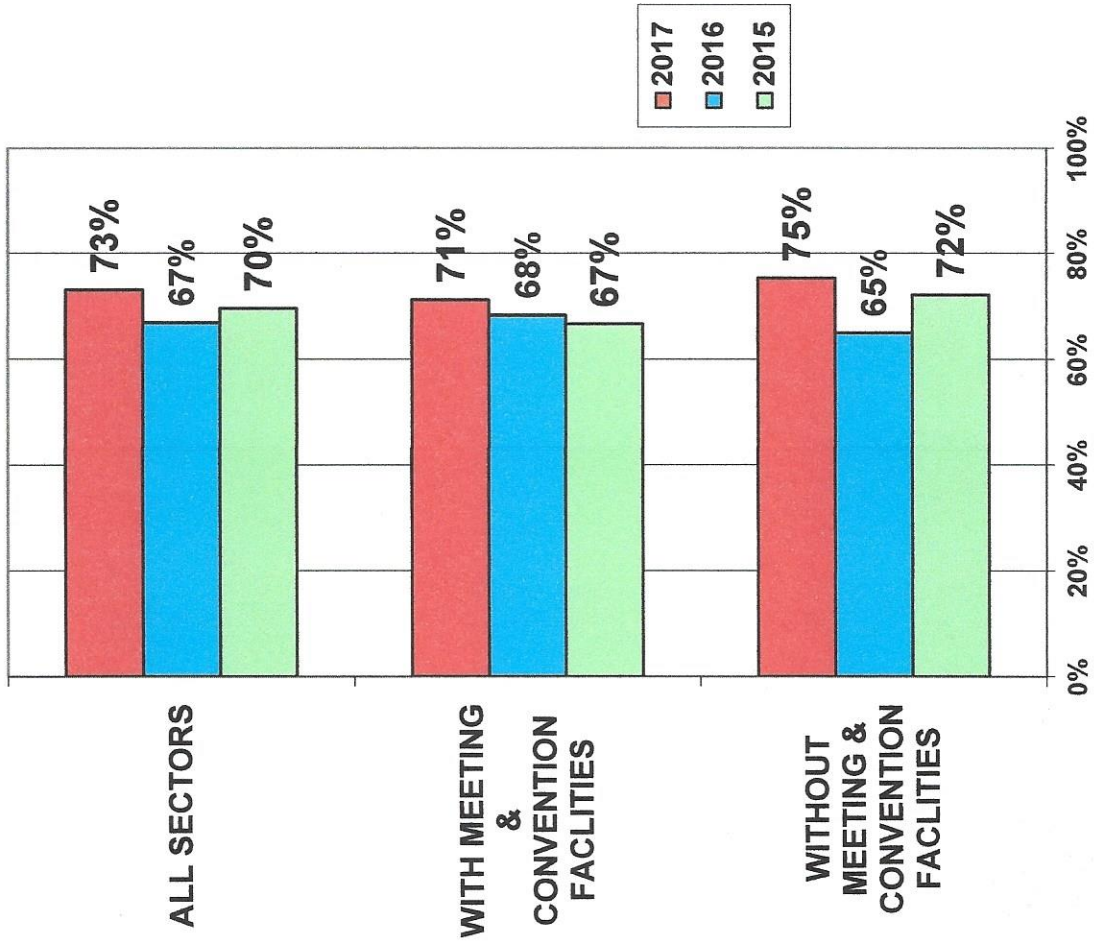
**VOLUSIA AVERAGE DAILY RATE
BY PROPERTY SIZE -
APRIL 2015 - 2017**



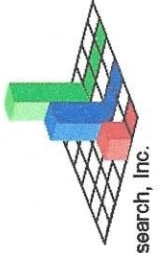
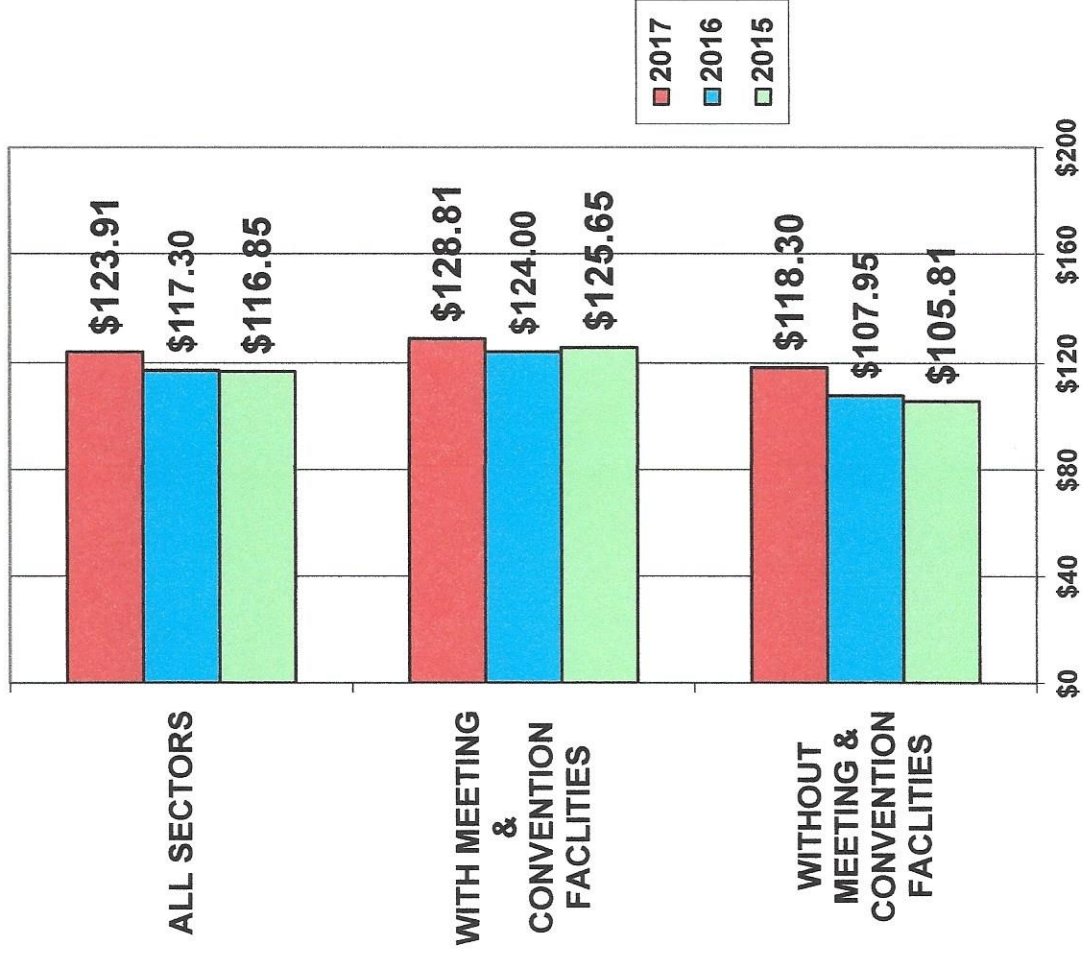
**VOLUSIA REV/PAR
BY PROPERTY SIZE -
APRIL 2015 - 2017**



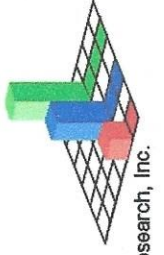
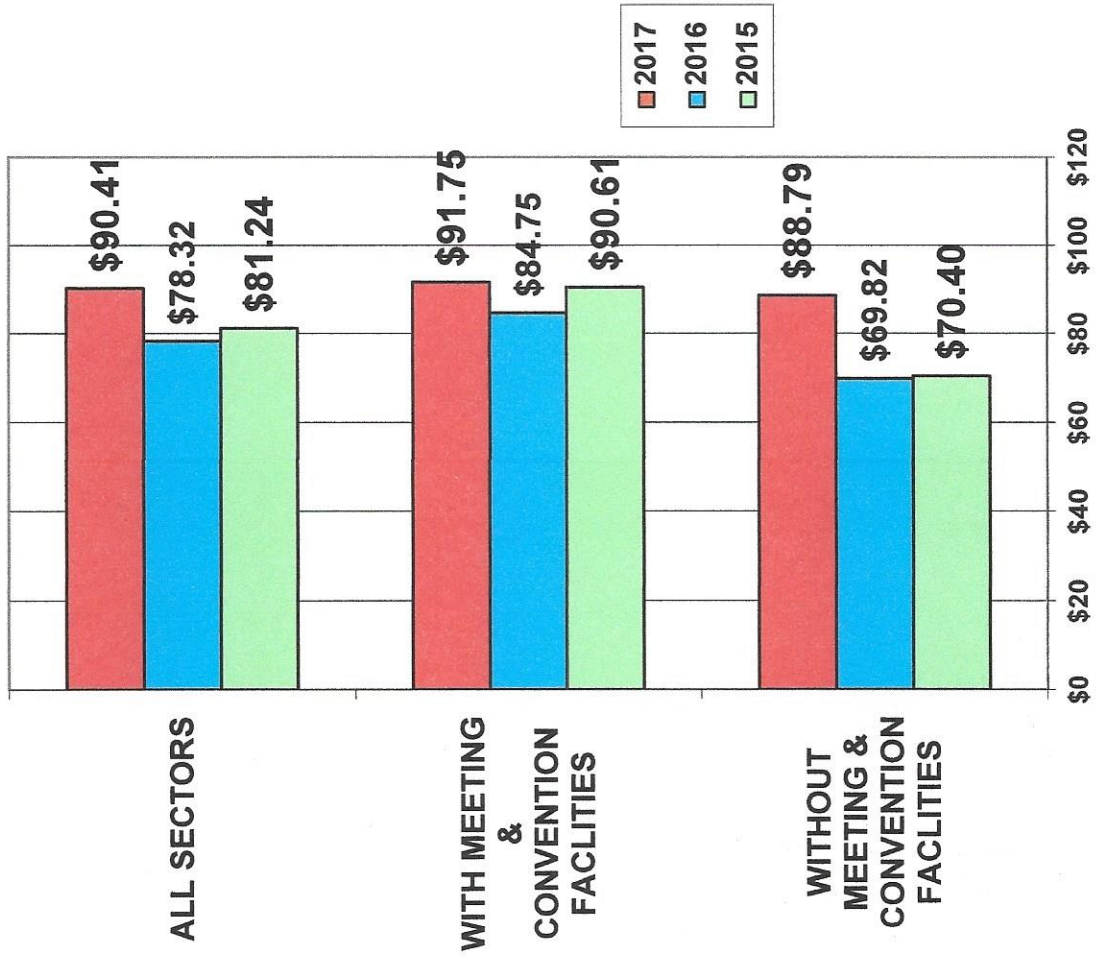
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - APRIL 2015 - 2017



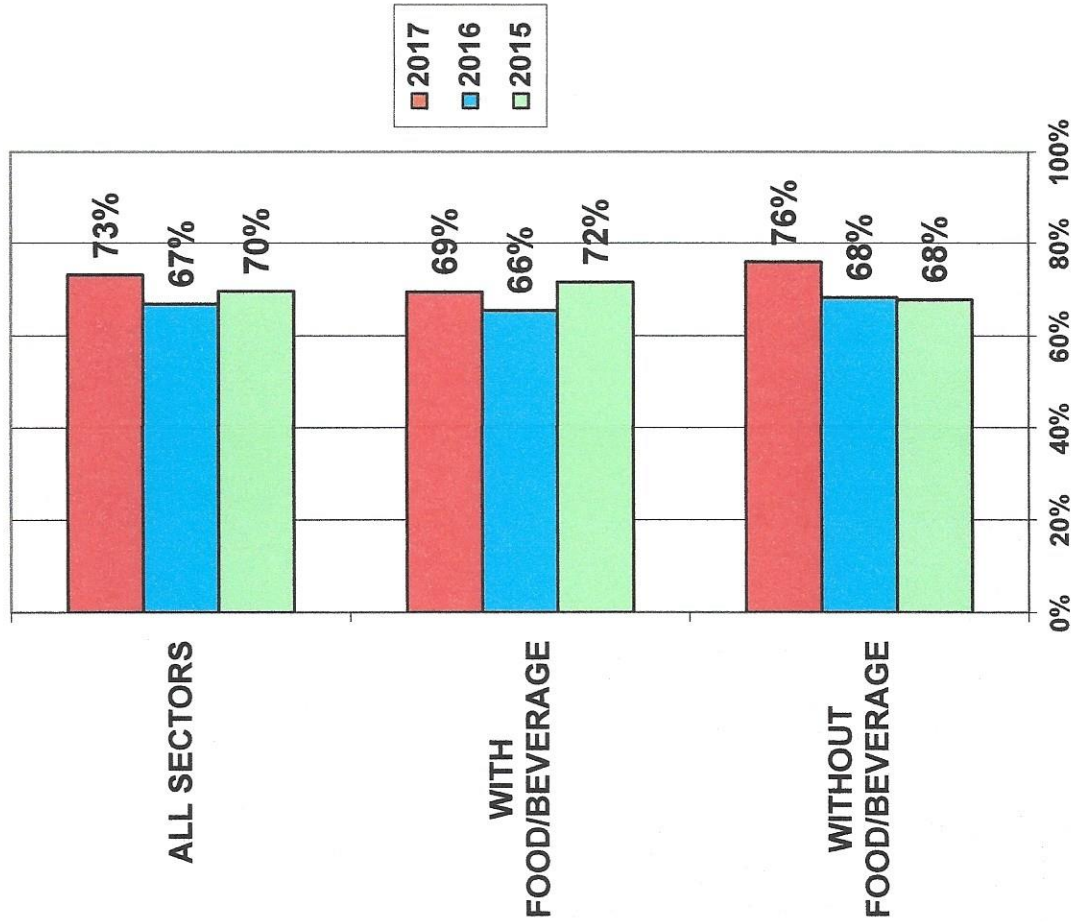
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - APRIL 2015 - 2017



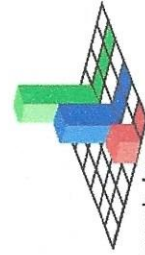
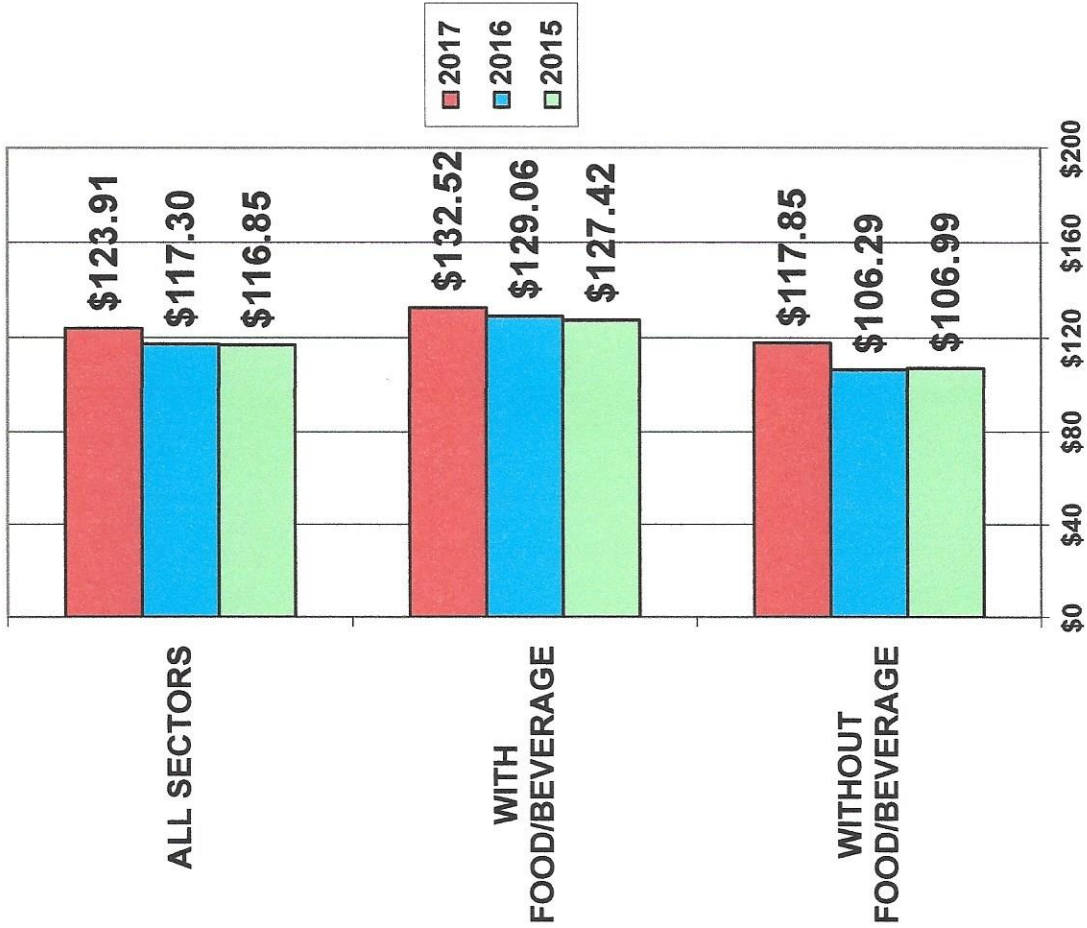
**VOLUSIA REV/PAR BY
MEETING & CONVENTION
FACILITIES - APRIL 2015 - 2017**



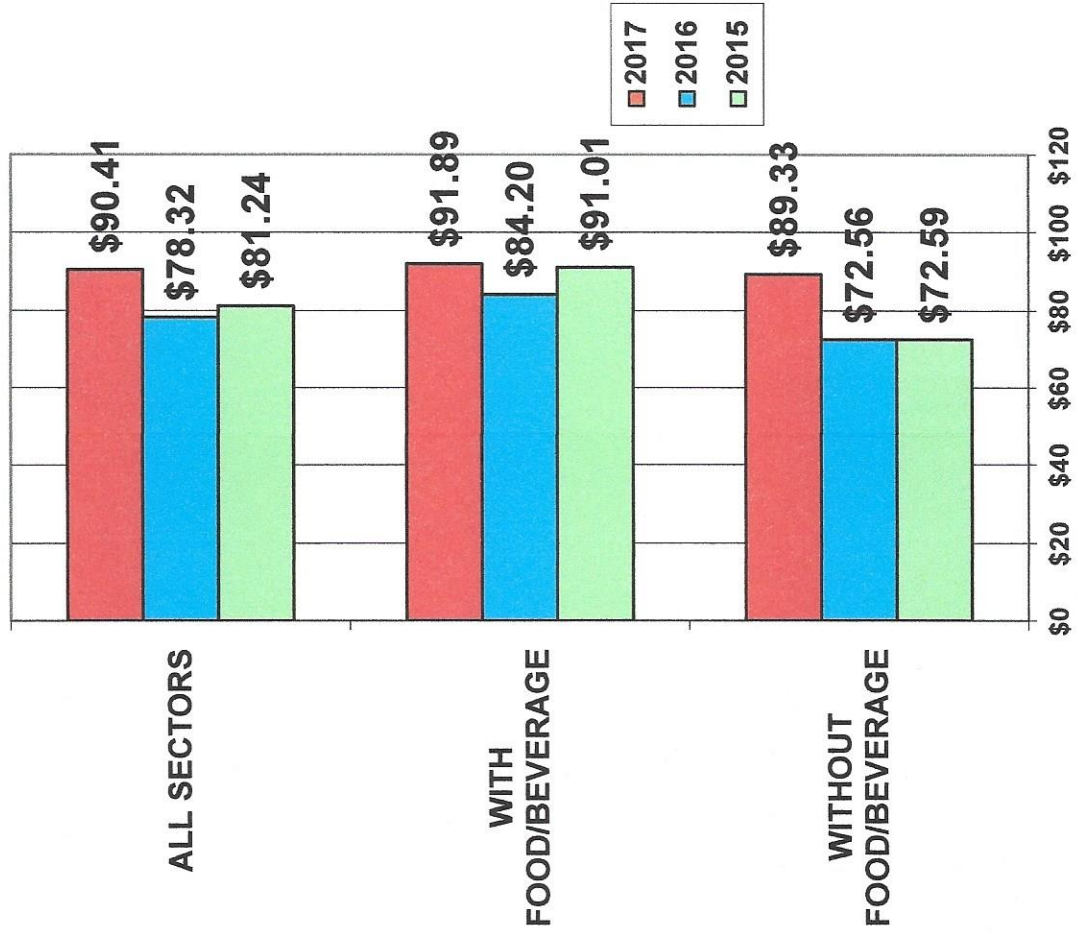
**VOLUSIA OCCUPANCY BY
FOOD/BEVERAGE -
APRIL 2015 - 2017**



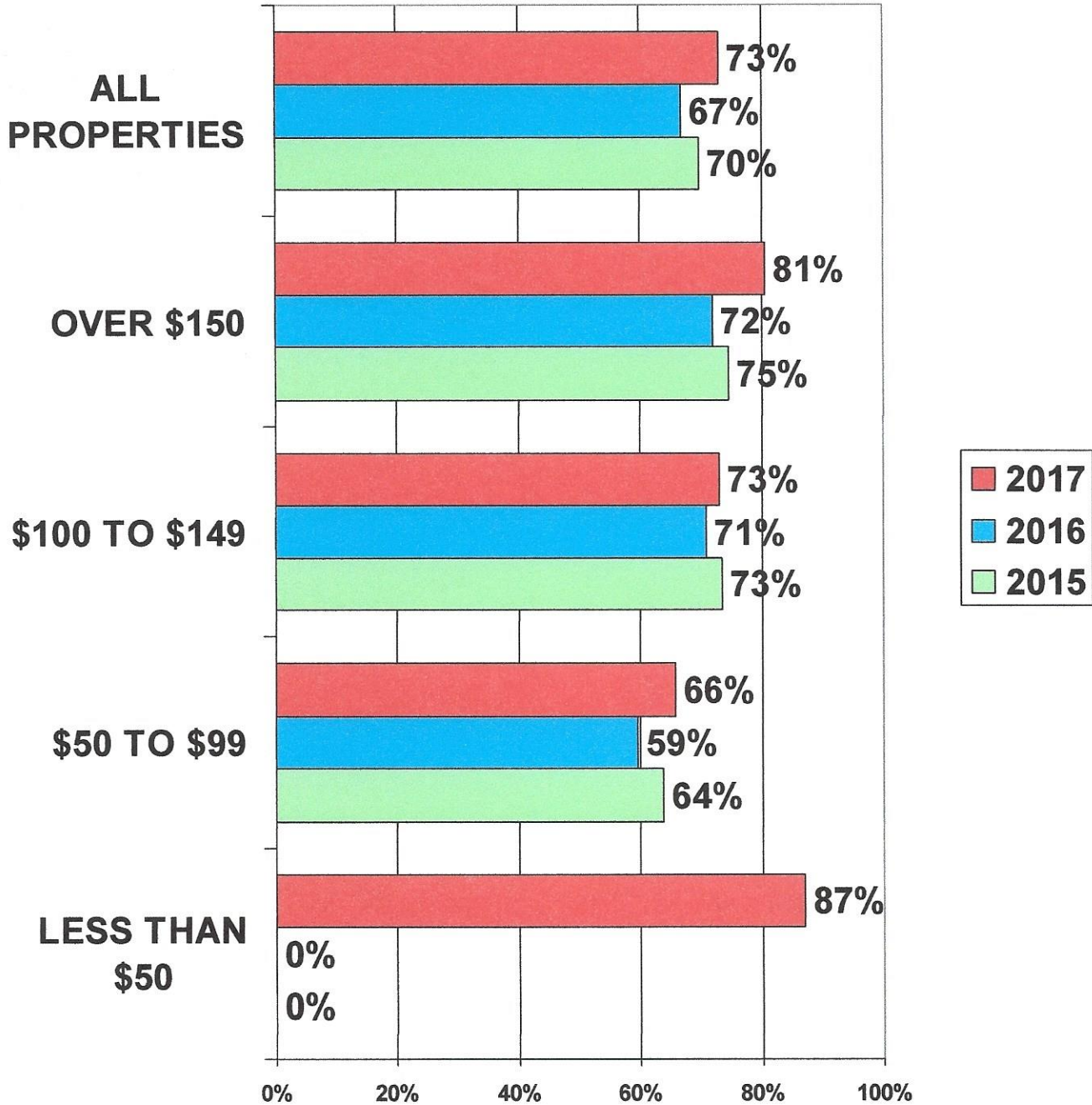
**VOLUSIA AVERAGE DAILY RATE
BY FOOD/BEVERAGE
APRIL 2015 - 2017**



**DAYTONA BEACH REV/PAR
BY FOOD/BEVERAGE -
APRIL 2015 - 2017**

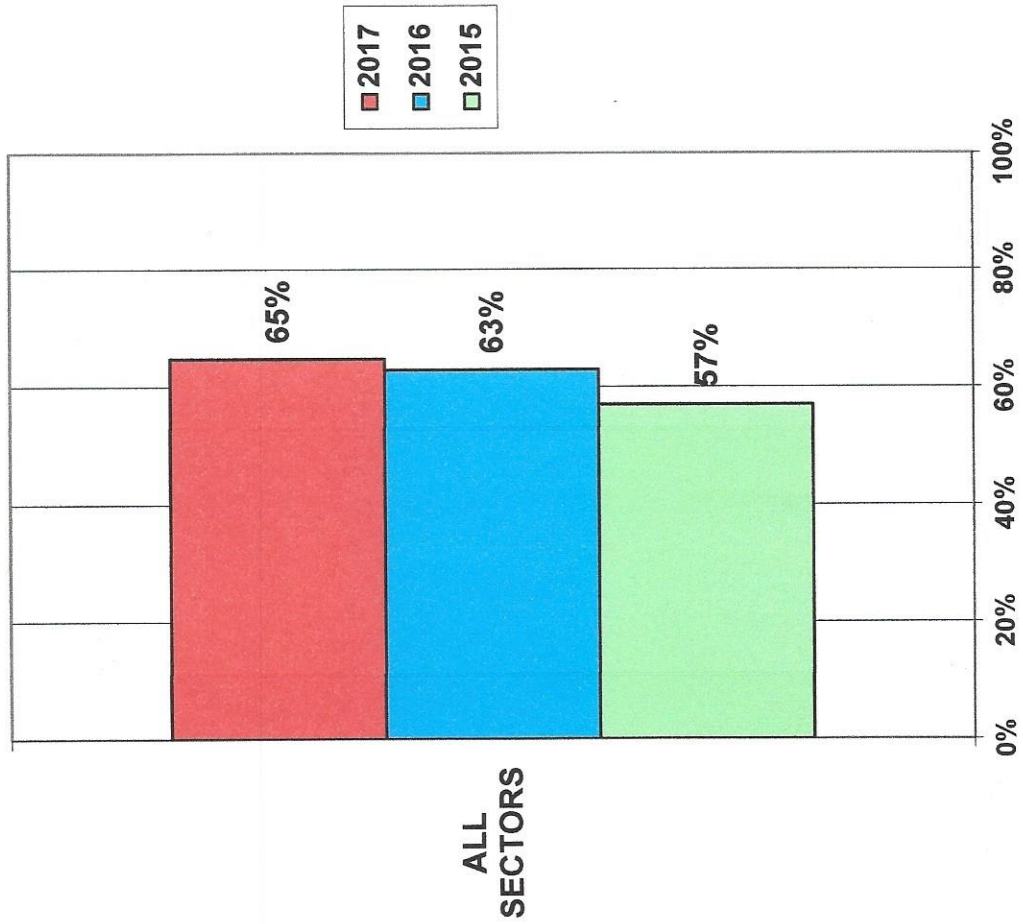


VOLUSIA HOTEL/MOTEL OCCUPANCY BY PRICE RANGE - APRIL 2015 - 2017

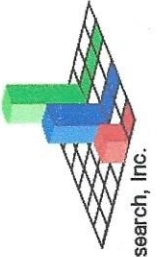
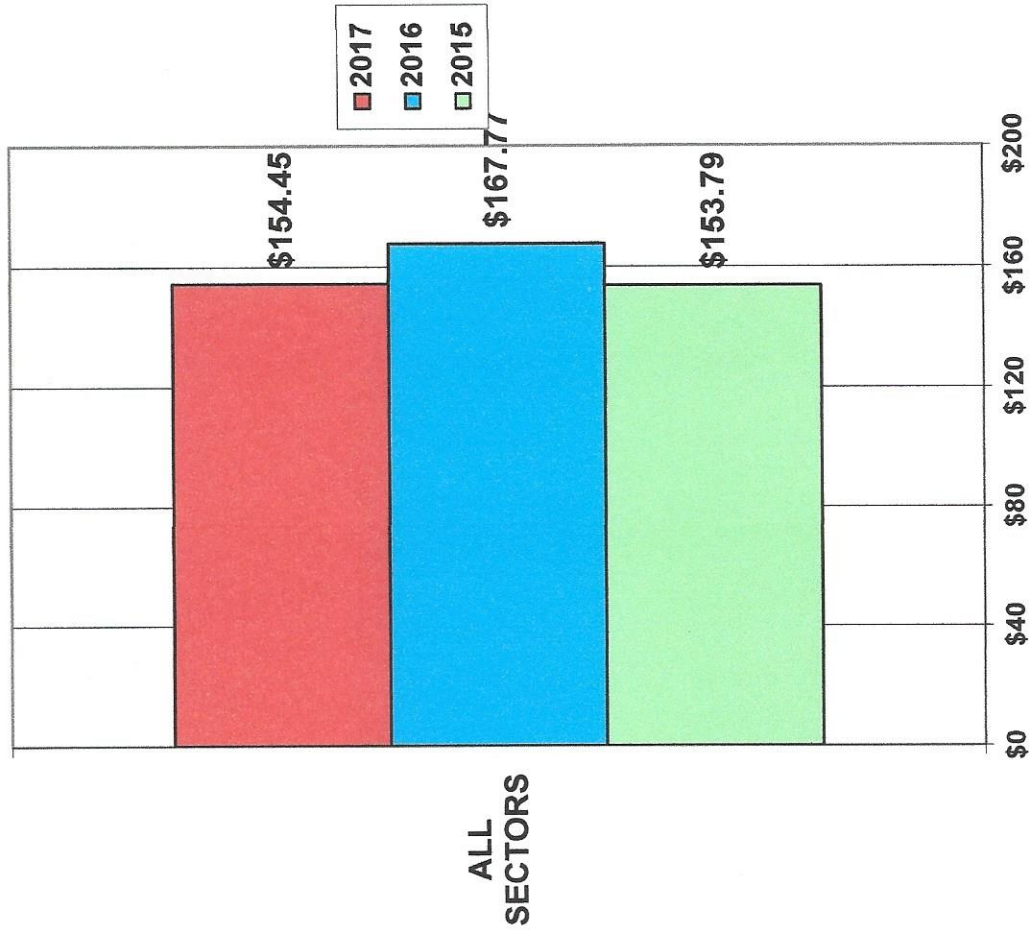


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**VOLUSIA OCCUPANCY
BY CONDO/TIMESHARES -
APRIL 2015 - 2017**



**VOLUSIA AVERAGE DAILY RATE BY
CONDO/TIMESHARES -
APRIL 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>
DAYTONA BEACH SHORES BEACHSIDE													
ACAPULCO HOTEL & RESORT	133												CLOSED
BAHAMA HOUSE	95	X	X	X	X								
BEST WESTERN PLUS AKU TIKI	132	X	X	X	X								
EL CARIBE RESORT & CONF. CENTER	112	X	X	X	X								
HAMPTON DAYTONA SHORES OCEANFRONT	111	X	X	X	X								
HOLIDAY INN EXPRESS OCEANFRONT	100	--	--	X	X								
HYATT PLACE	143	X	X	X	X								
LEXINGTON INN & SUITES	101	X	X	X	X								
OCEAN COURT MOTEL	33	X	X	X	X								
OCEANSIDE INN	191	X	X	X	X								
PERRY'S OCEAN EDGE RESORT	200	X	X	X	X								
RESIDENCE INN DAYTONA BEACH OCEANFRONT	105			X	X								
SHORES RESORT & SPA	212	X	X	X	X								
SUN VIKING LODGE	91	X	X	X	X								
DAYTONA BEACHSIDE													
BEST WESTERN DAYTONA INN	96	X	X	X	X								
DAYTONA BEACH REGENCY	98	--	X	CLOSED									
DAYTONA BEACH RESORT	303	X	X	X	X								
DAYTONA INN BEACH RESORT	65		X	X	X								
HILTON DAYTONA BEACH RESORT	742	X	X	X	X								
HOLIDAY INN HOTEL ON THE OCEAN	123	X	X	X	X								
HOLIDAY INN RESORT DAYTONA	188	X	X	X	X								
LA PLAYA RESORT	238												CLOSED
NAUTILUS INN	90	X	X	X	X								
OCEAN BREEZE CLUB HOTEL	206	X	X										
PLAZA RESORT & SPA	322	X	X	X	X								
SILVER BEACH CLUB	74	--	--	X	X								
THE VILLA BED AND BREAKFAST	4	X	X		X								
WYNDHAM OCEAN WALK	127	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>
ORMOND BEACHSIDE													
BEST WESTERN CASTILLO DEL SOL	147	X	X	X	X								
CORAL SANDS OCEAN FRONT	102	--	X		X								
COVE ON ORMOND BEACH	112	--	--	X	X								
HIGHWAY I-95 INTERSECTIONS													
BEST WESTERN SPEEDWAY	151	X	X	X	X								
*COUNTRY INN & SUITES PORT ORANGE	87	X	X	X	X								
HOWARD JOHNSON DESTINATION DAYTONA	79	X	X	X	X								
SLEEP INN	82	X	X	X	X								
AIRPORT/SPEEDWAY DISTRICT													
DAYTONA BEACH COURTYARD	122	X	X	X	X								
DAYTONA BEACH RESIDENCE INN	122	X	X	X	X								
HAMPTON INN AIRPORT	122	X	X	X	X								
HILTON GARDEN INN D B AIRPORT	115	X	X	X	X								
HOMWOOD SUITES	94	X	X	X	X								
QUALITY INN DAYTONA	64	X	X	X	X								
WEST VOLUSIA													
ALLING HOUSE BED AND BREAKFAST ORANGE CITY	8	X	X	X	X								
ARTISAN DOWNTOWN	8	X	X	X	X								
COMFORT INN DELAND	68	X	X	X	X								
DAYS INN ORANGE CITY	37	X	X										
HAMPTON INN DEBARY	76	X	X	X	X								
HAMPTON INN DELAND	94	X	X	X	X								
HONTOON LANDING	18	X	X	X	X								
SE VOLUSIA													
BEST WESTERN HOTEL	101	X	X	X	X								
COASTAL WATERS INN	40	X	X	X	X								
*COUNTRY INN & SUITES PORT ORANGE	87	X	X	X	X								
HAMPTON INN	122	X	X	X	X								
INN ON THE AVENUE	6	X	X	X	X								
OCEAN TRILLIUM SUITES	32	X	X	X	X								

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

