

# Memo

**To:** HAAA  
**From:** Evelyn Fine  
**Date:** June 7, 2019  
**Subject:** April 2019 Occupancy & Average Daily Rate Report

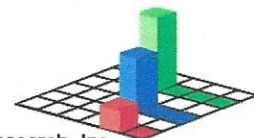
Overall Daytona Beach Area Occupancy increased nearly 2%, to 73% in April 2019 from 72% in April 2018.

The Daytona Beach Area Average Daily Rate stayed about the same, at \$130.01 in April 2019 and \$129.76 in April 2018.

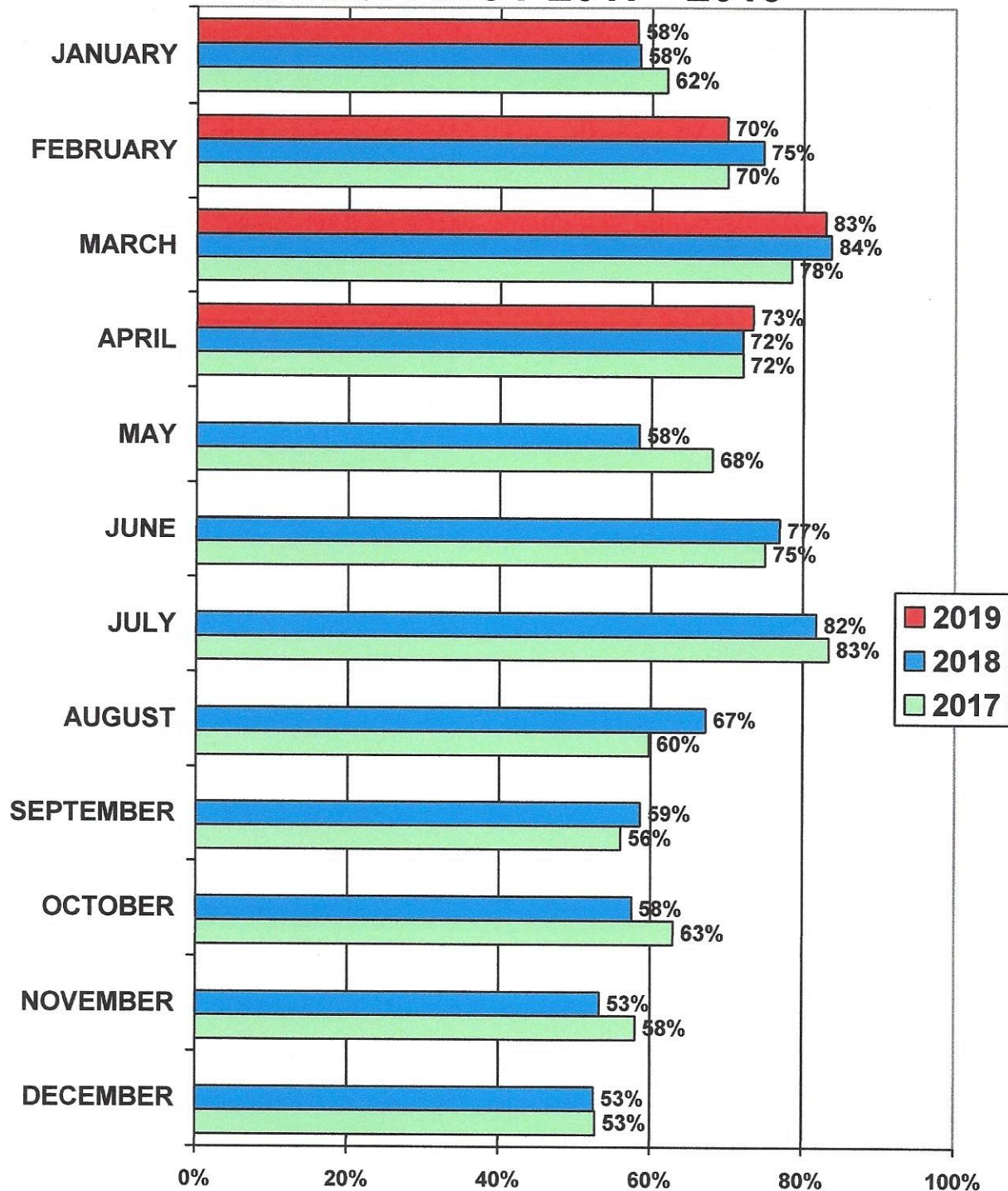
The Daytona Beach Area Revenue per Available Room increased about 2%, to \$95.36 in April 2019 from \$93.72 in April 2018.

Occupancy during the Easter Weekend was 88%, ADR was \$137.40, and RevPar was \$120.99.  
Occupancy during Jeep Beach Week was 81%, ADR was \$130.16, and RevPar was \$105.40.

EF/LK



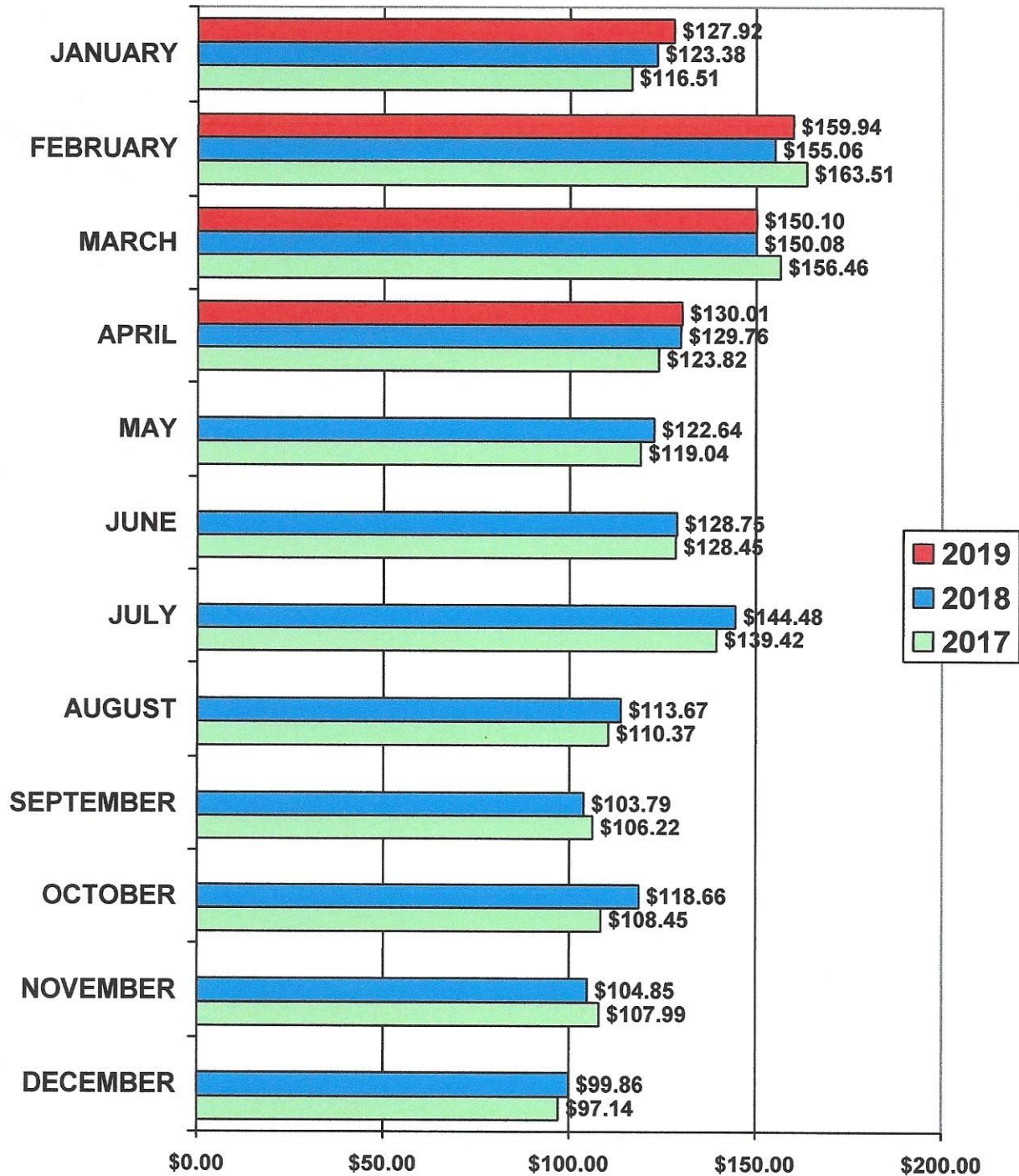
# HALIFAX AREA HOTEL/MOTEL OCCUPANCY 2017 - 2019



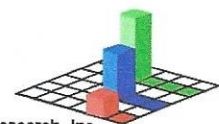
2019 YTD AVG. 72%      APRIL 2019      HIGH 93%  
 2018 YTD AVG. 72%      APRIL 2019      LOW 38%  
 2017 YTD AVG. 71%



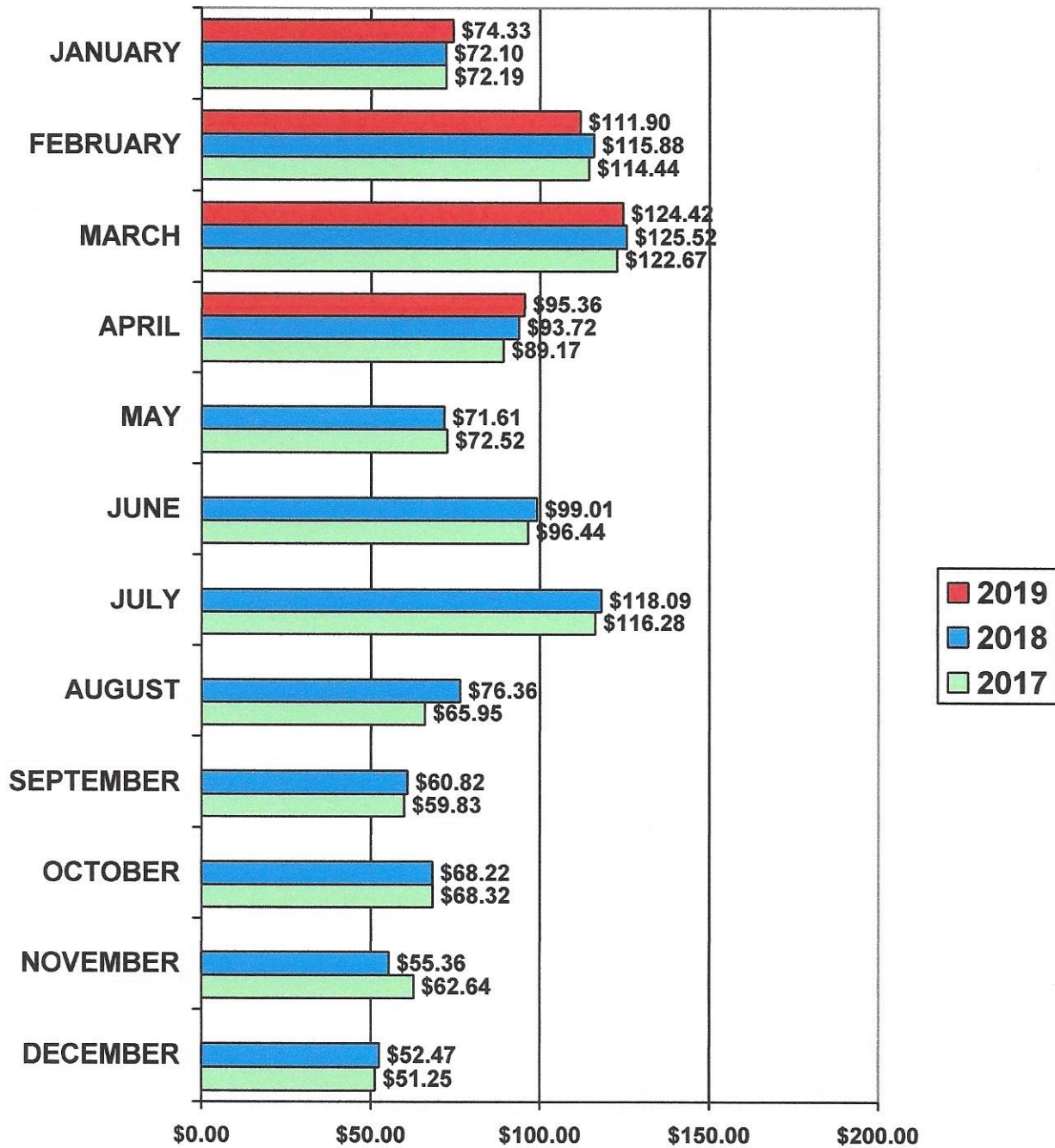
## HALIFAX AREA HOTEL/MOTEL AVERAGE DAILY RATE 2017 - 2019



2019 YTD AVG. \$143.08    APR 2019    HIGH \$ 208.57  
 2018 YTD AVG. \$140.64    APR 2019    LOW \$ 69.81  
 2017 YTD AVG. \$141.25



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



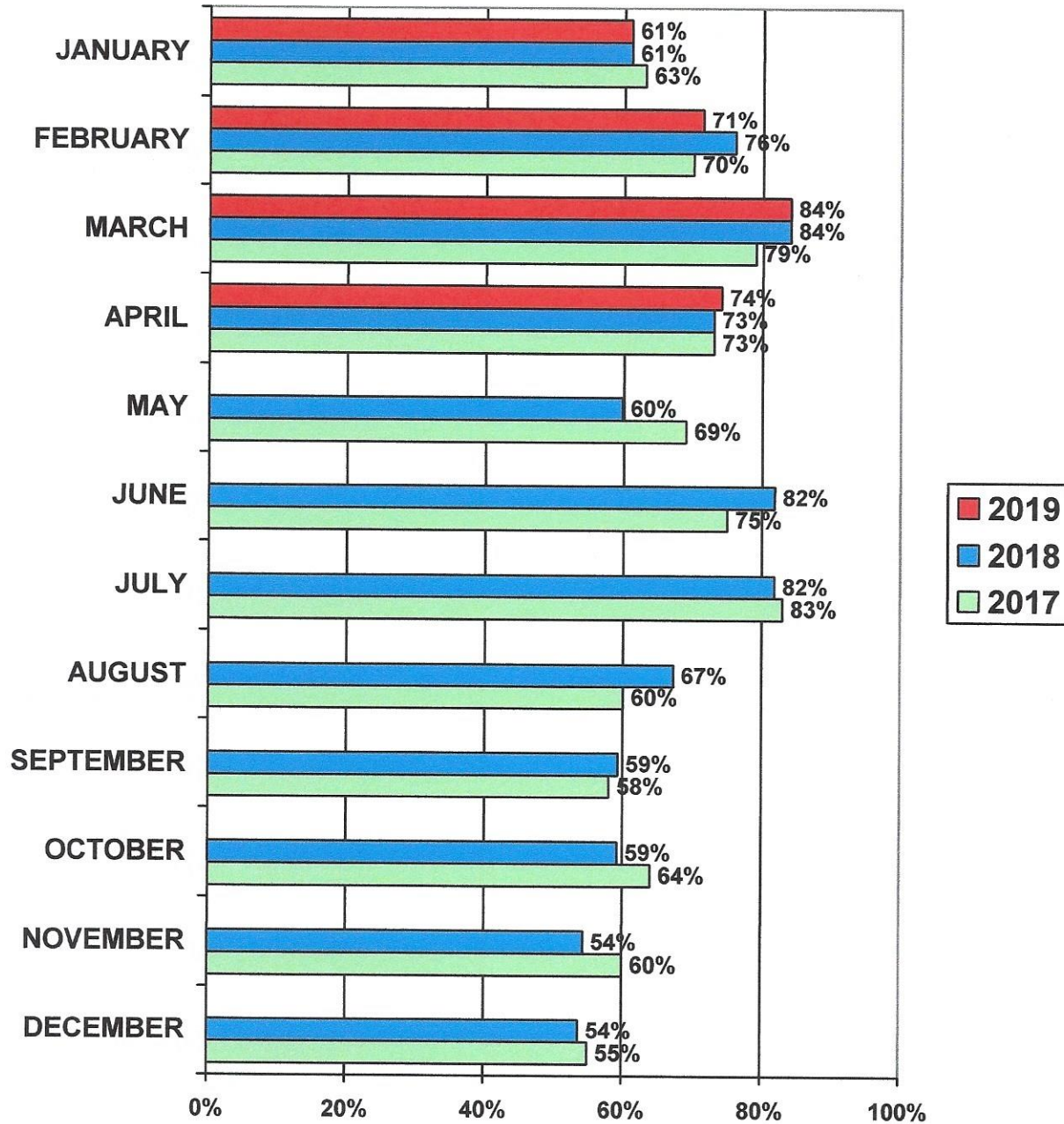
2019 YTD AVG. \$ 102.41

2018 YTD AVG. \$ 101.59

2017 YTD AVG. \$ 100.00



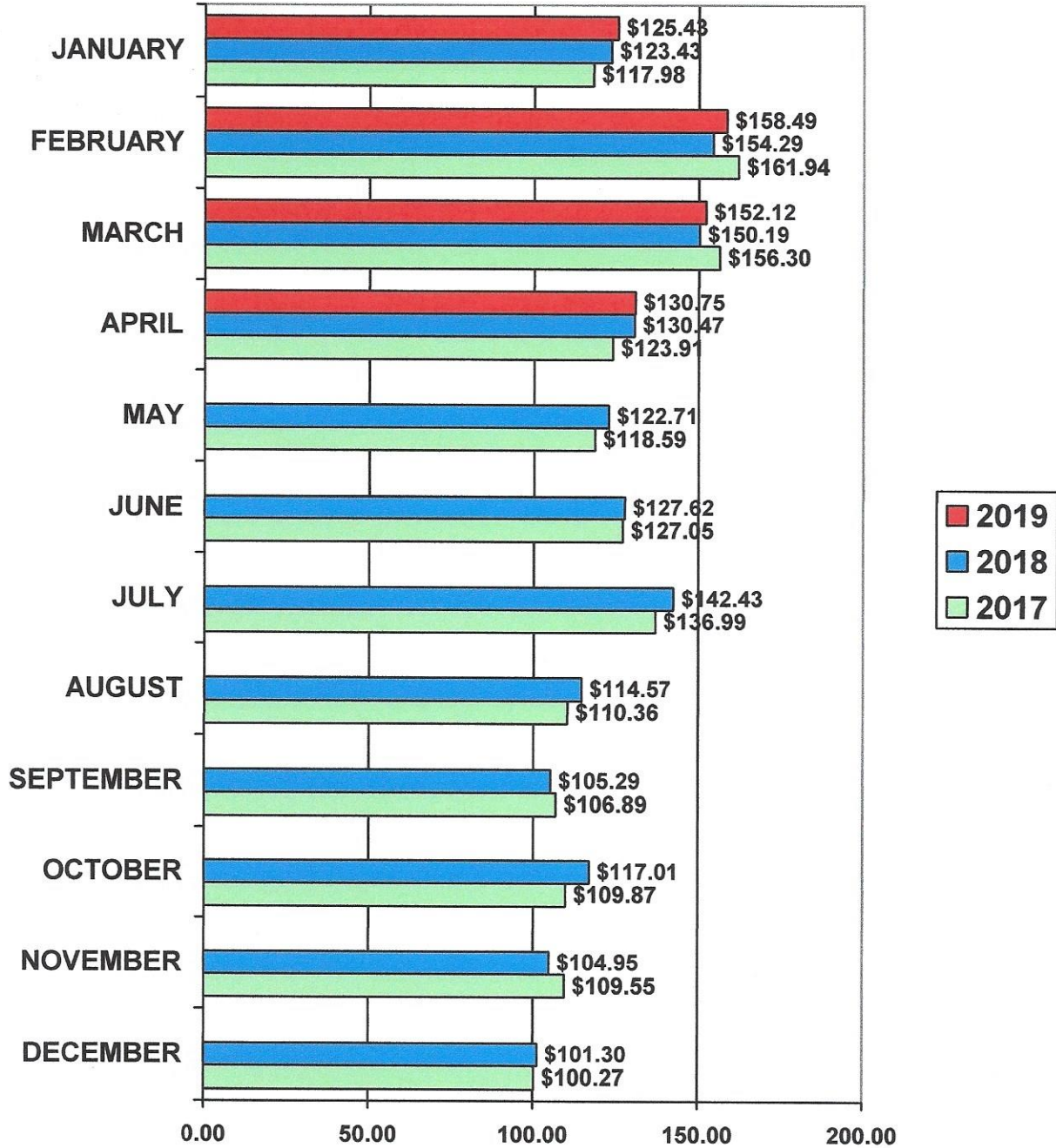
# VOLUSIA HOTEL/MOTEL OCCUPANCY 2017 - 2019



2019 YTD AVG. 73%  
 2018 YTD AVG. 73%  
 2017 YTD AVG. 71%

APR 2019 HIGH 93%  
 APR 2019 LOW 38%

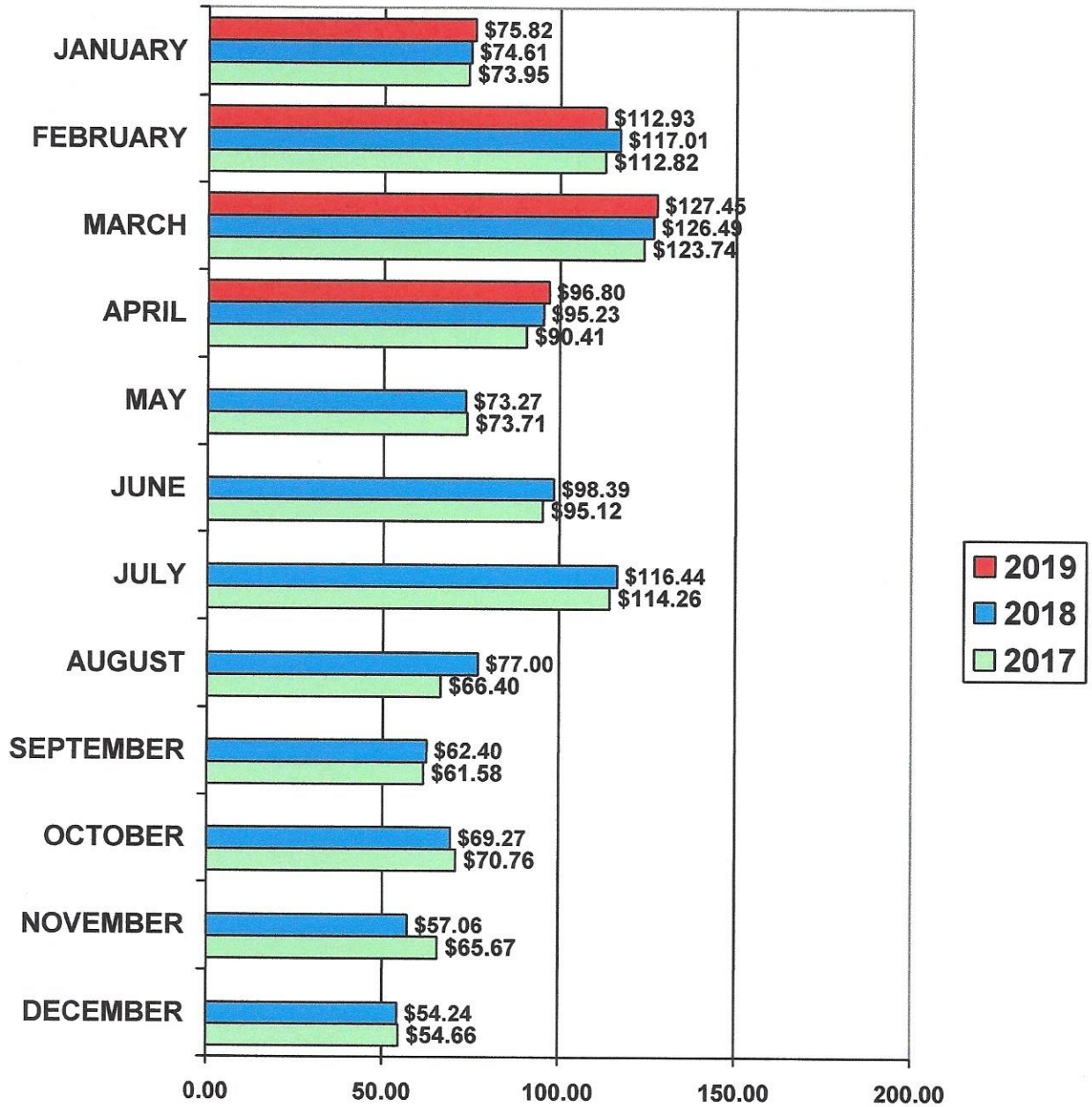
# VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2017 - 2019



2019 YTD AVG. \$142.54    APR 2019    HIGH \$ 208.57  
 2018 YTD AVG. \$140.61    APR 2019    LOW \$ 69.81  
 2017 YTD AVG. \$140.98



## VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2017 - 2019



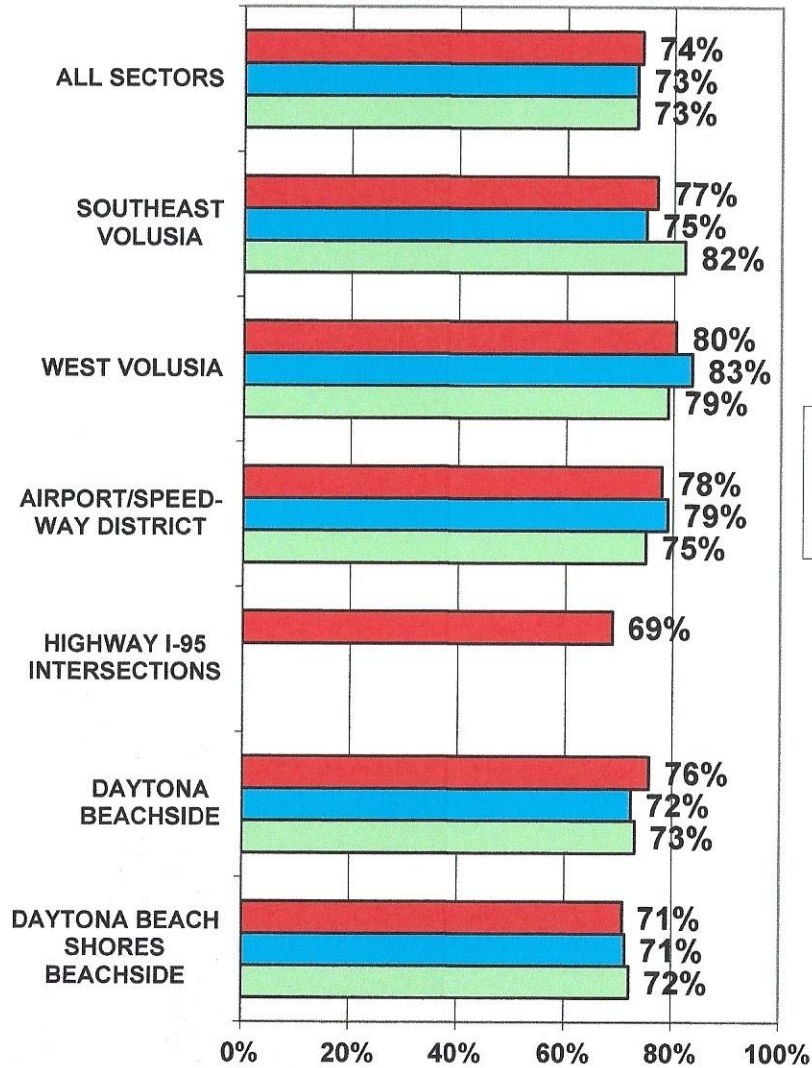
2019 YTD AVG. \$ 103.37

2018 YTD AVG. \$ 103.17

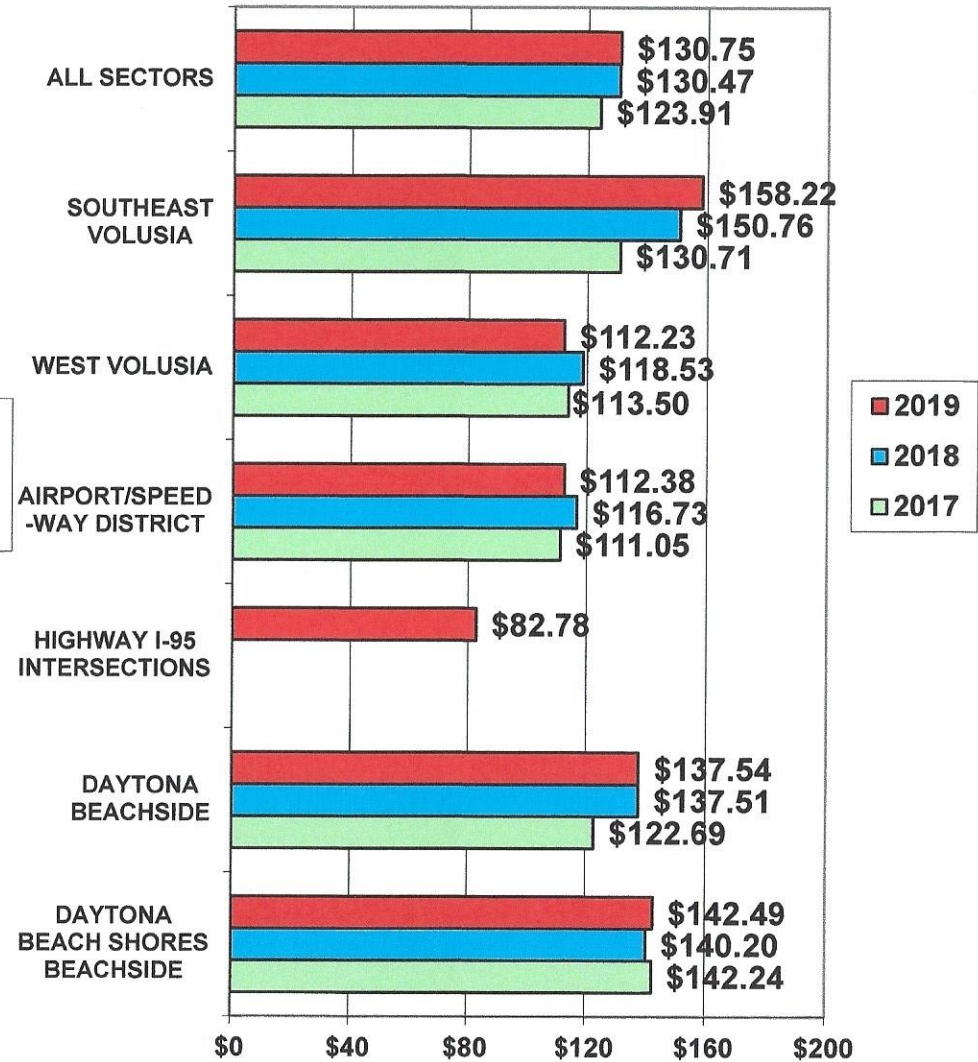
2017 YTD AVG. \$ 100.56



### VOLUSIA OCCUPANCY BY AREA SECTORS - APRIL 2017 - 2019



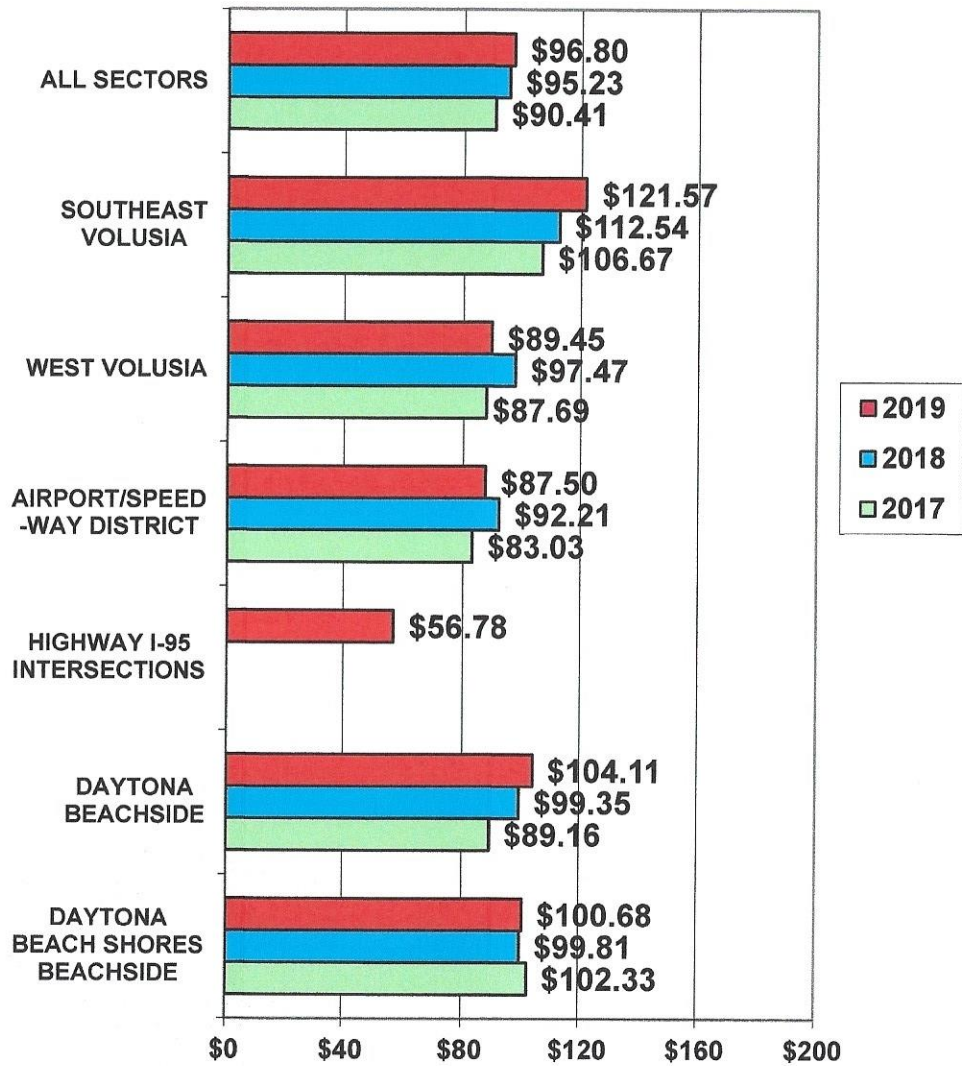
### VOLUSIA AVERAGE DAILY RATE BY AREA SECTORS - APRIL 2017 - 2019



AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED



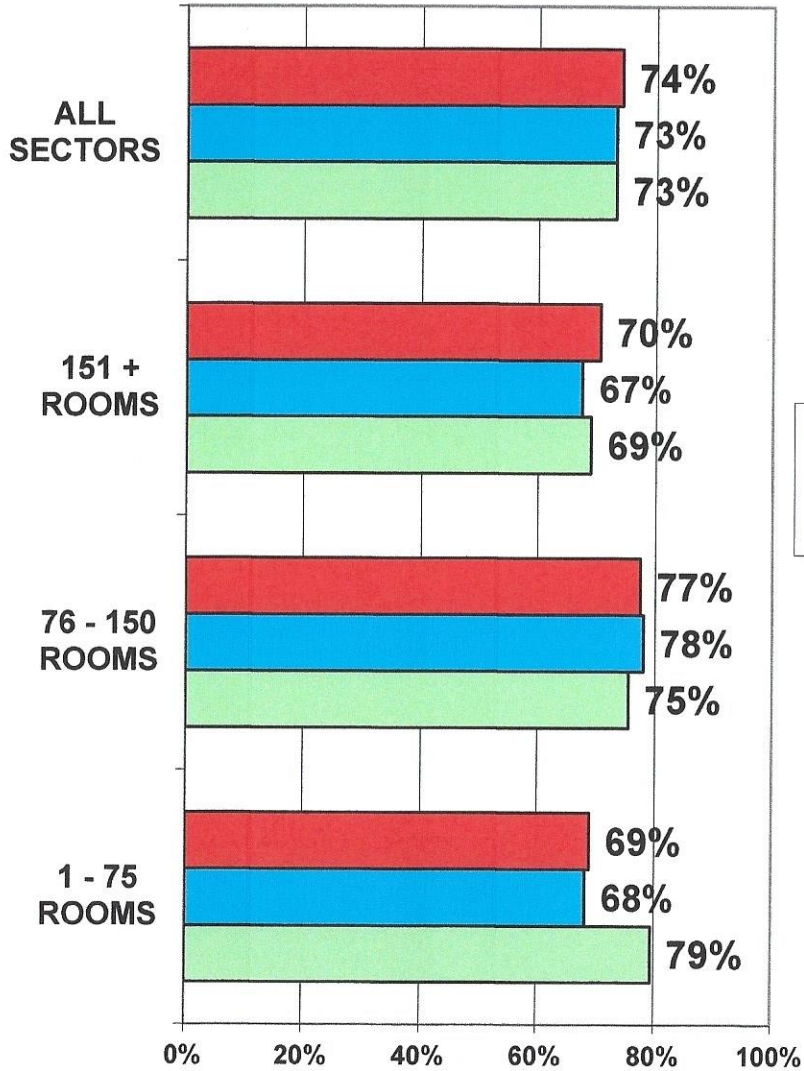
## VOLUSIA REV/PAR BY AREA SECTORS - APRIL 2017 - 2019



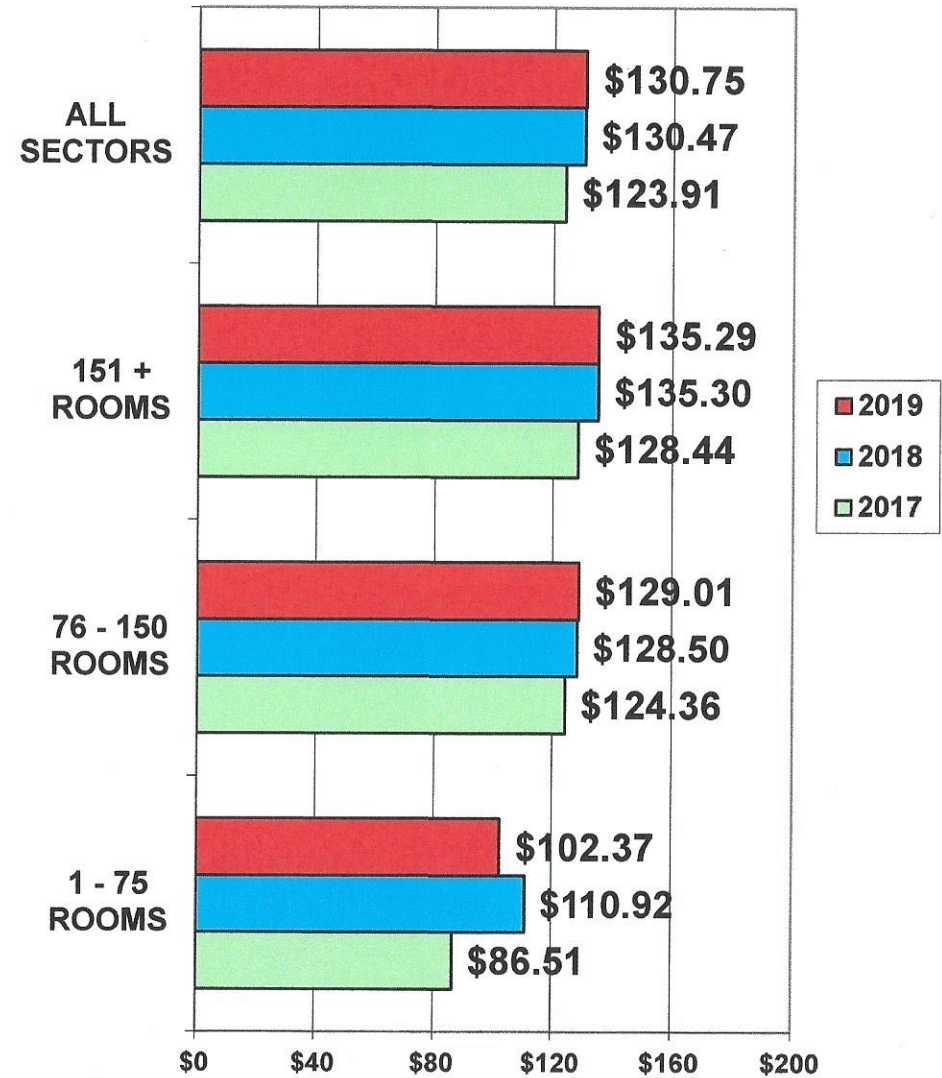
AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED



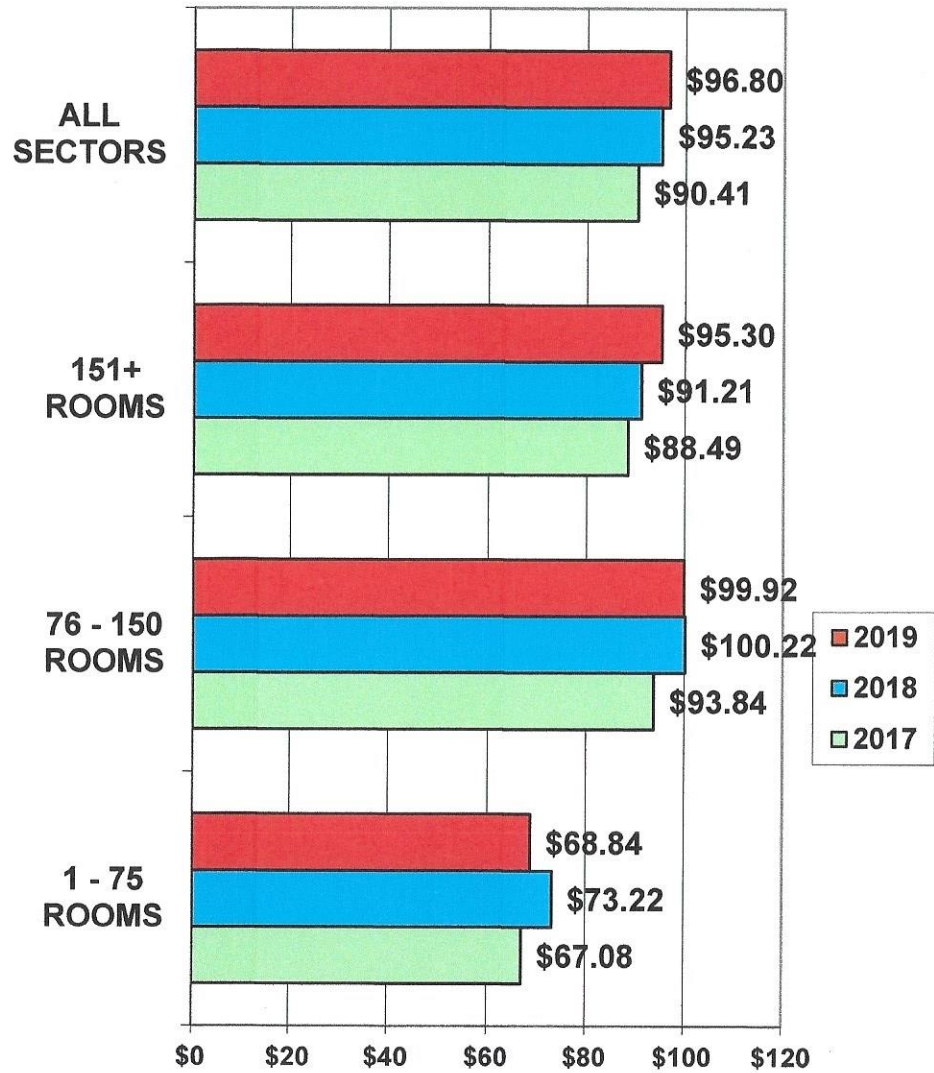
**VOLUSIA OCCUPANCY  
BY PROPERTY SIZE -  
APRIL 2017 - 2019**



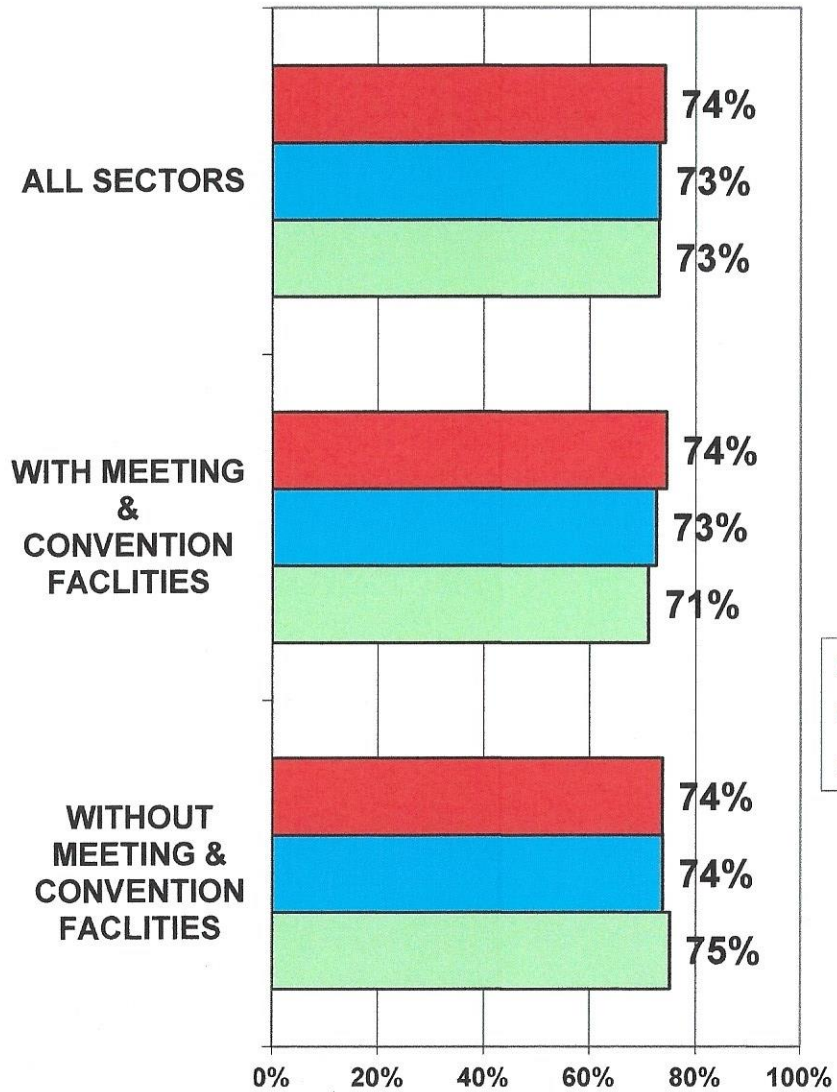
**VOLUSIA AVERAGE DAILY RATE  
BY PROPERTY SIZE -  
APRIL 2017 - 2019**



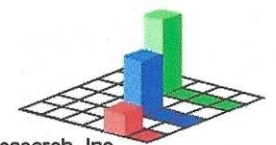
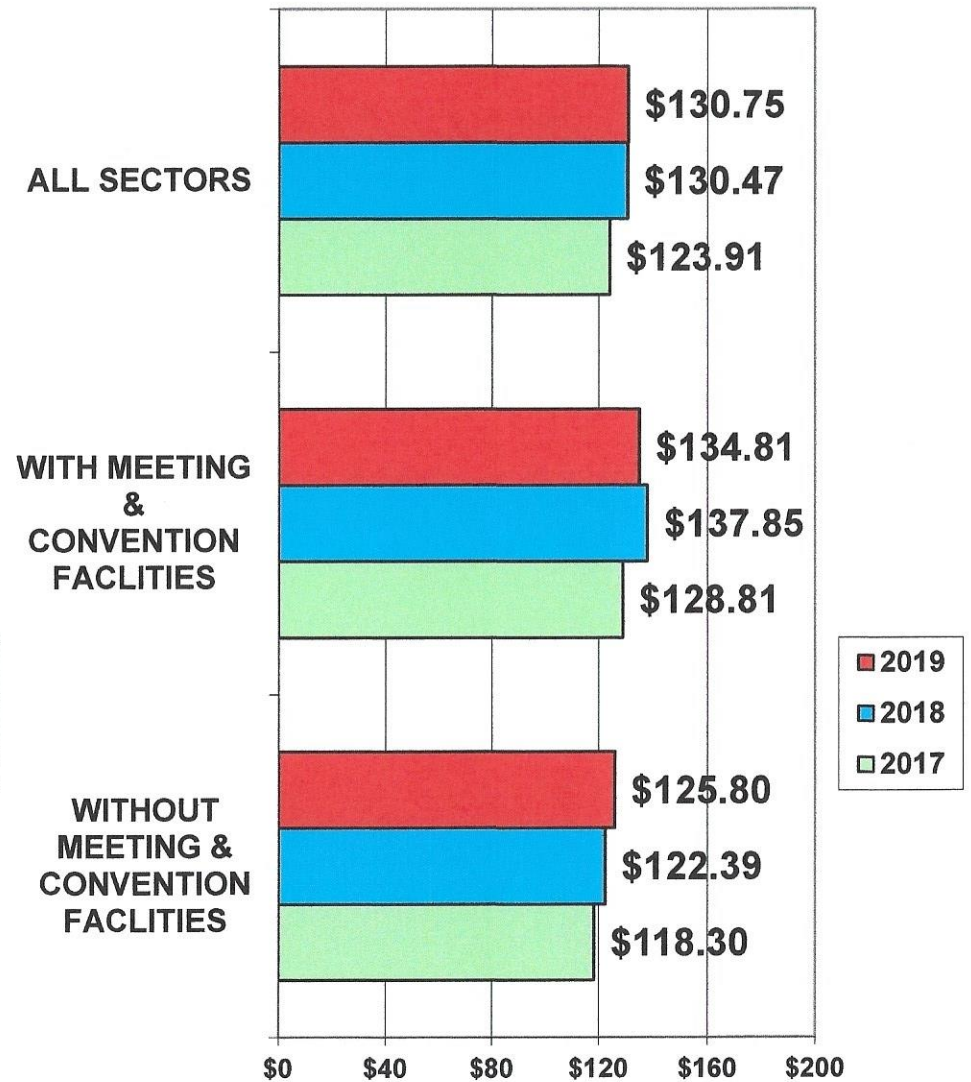
**VOLUSIA REV/PAR  
BY PROPERTY SIZE -  
APRIL 2017 - 2019**



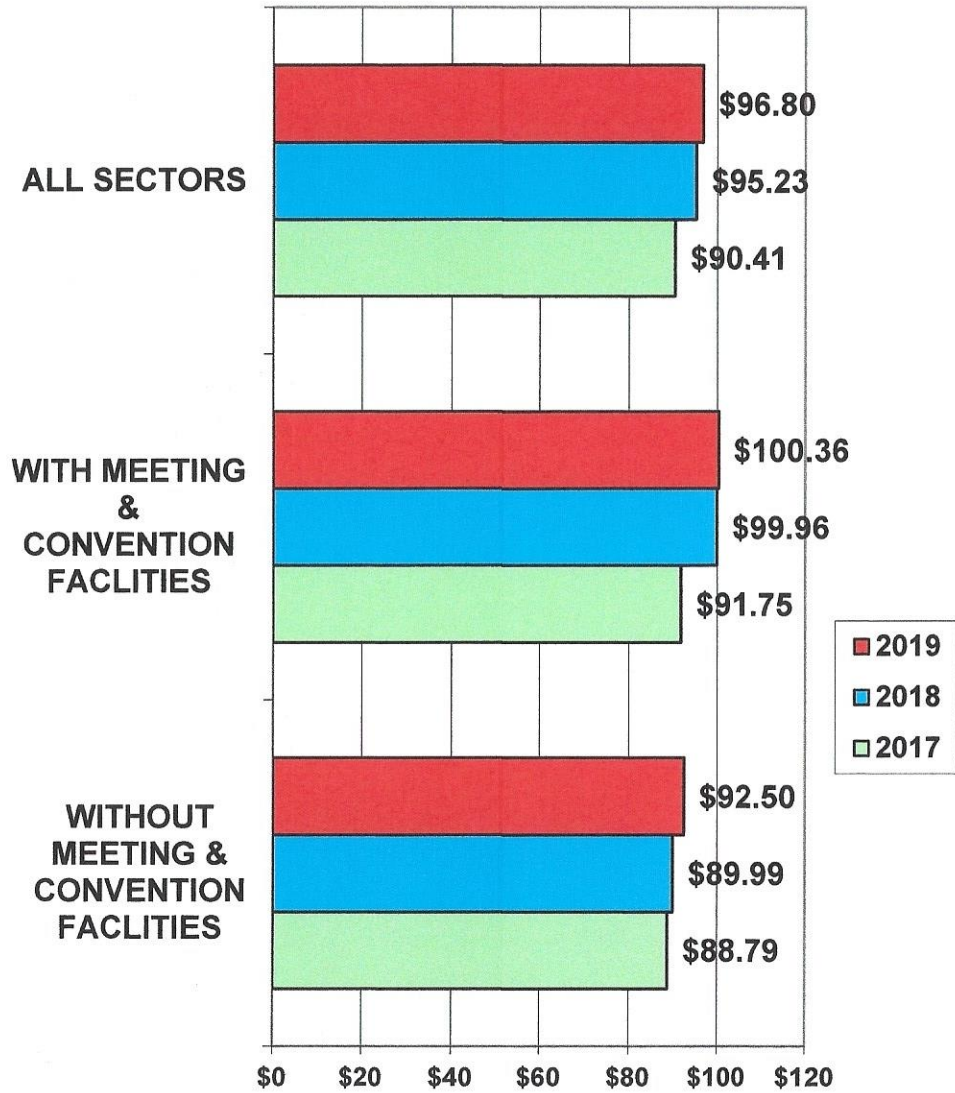
## VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - APRIL 2017 - 2019



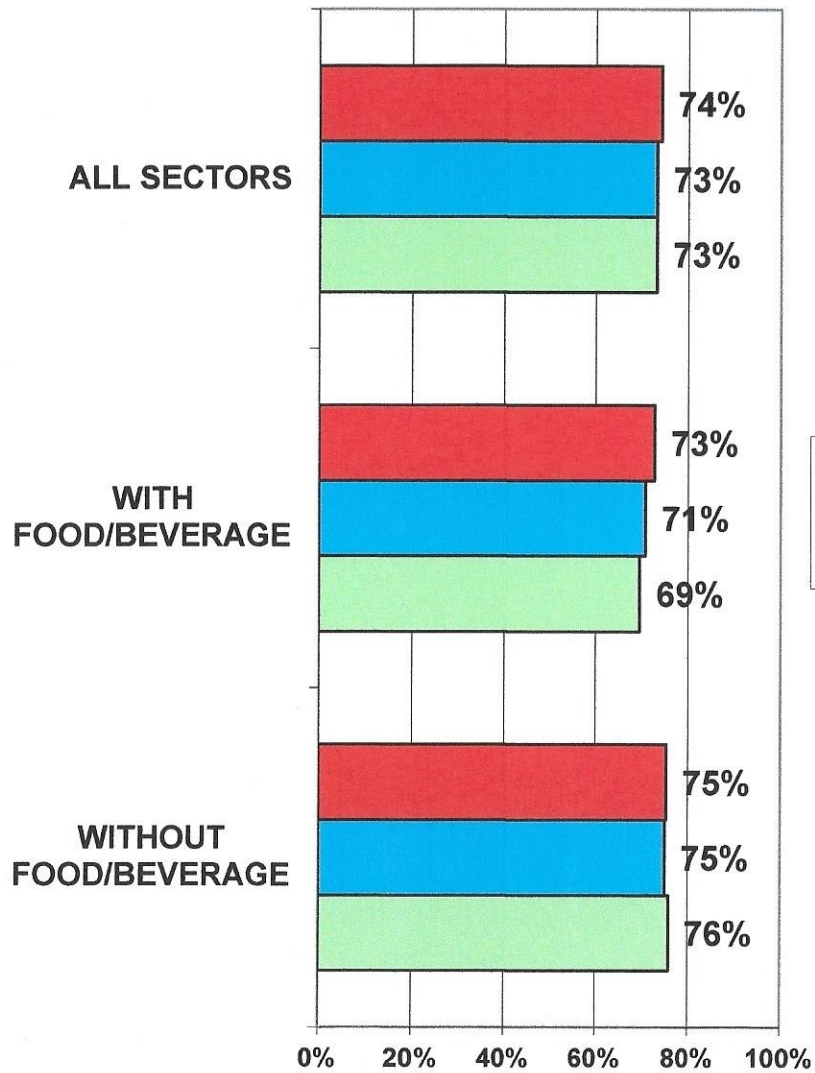
## VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - APRIL 2017 - 2019



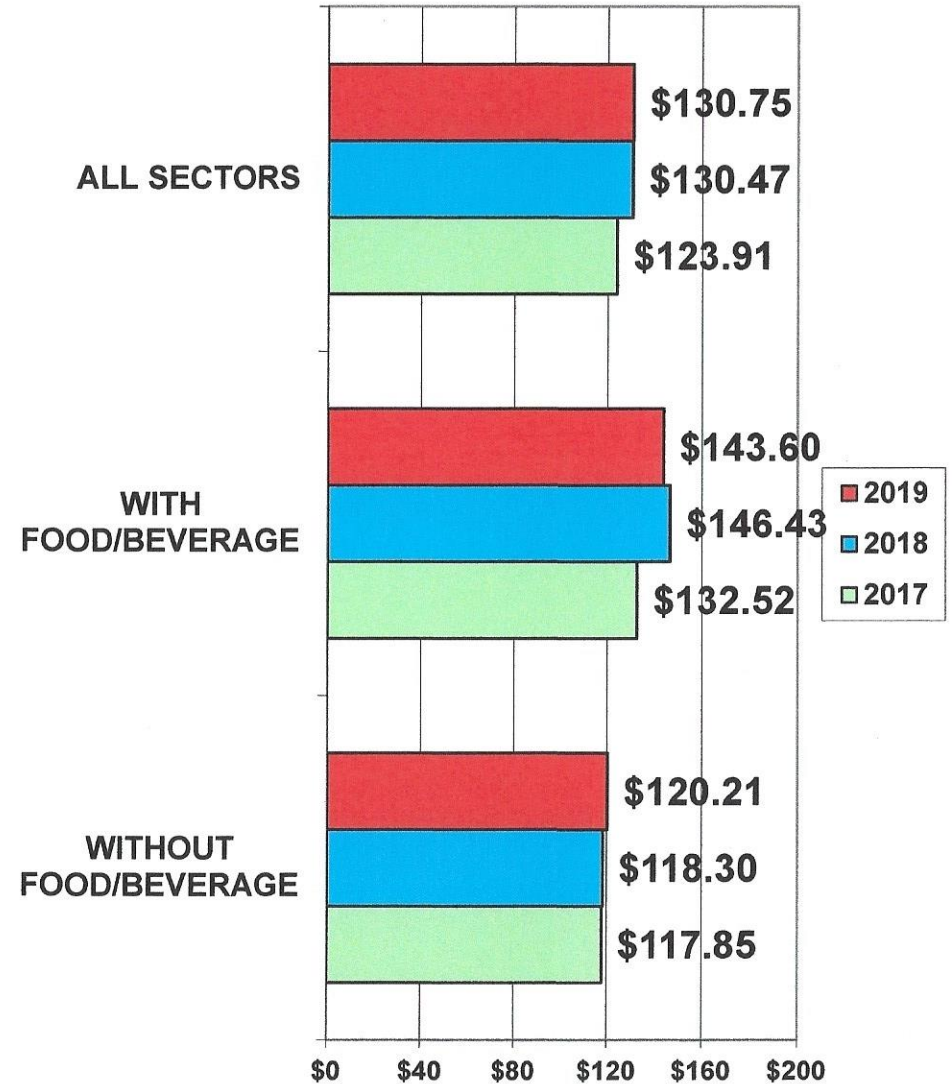
**VOLUSIA REV/PAR BY  
MEETING & CONVENTION  
FACILITIES - APRIL 2017 - 2019**



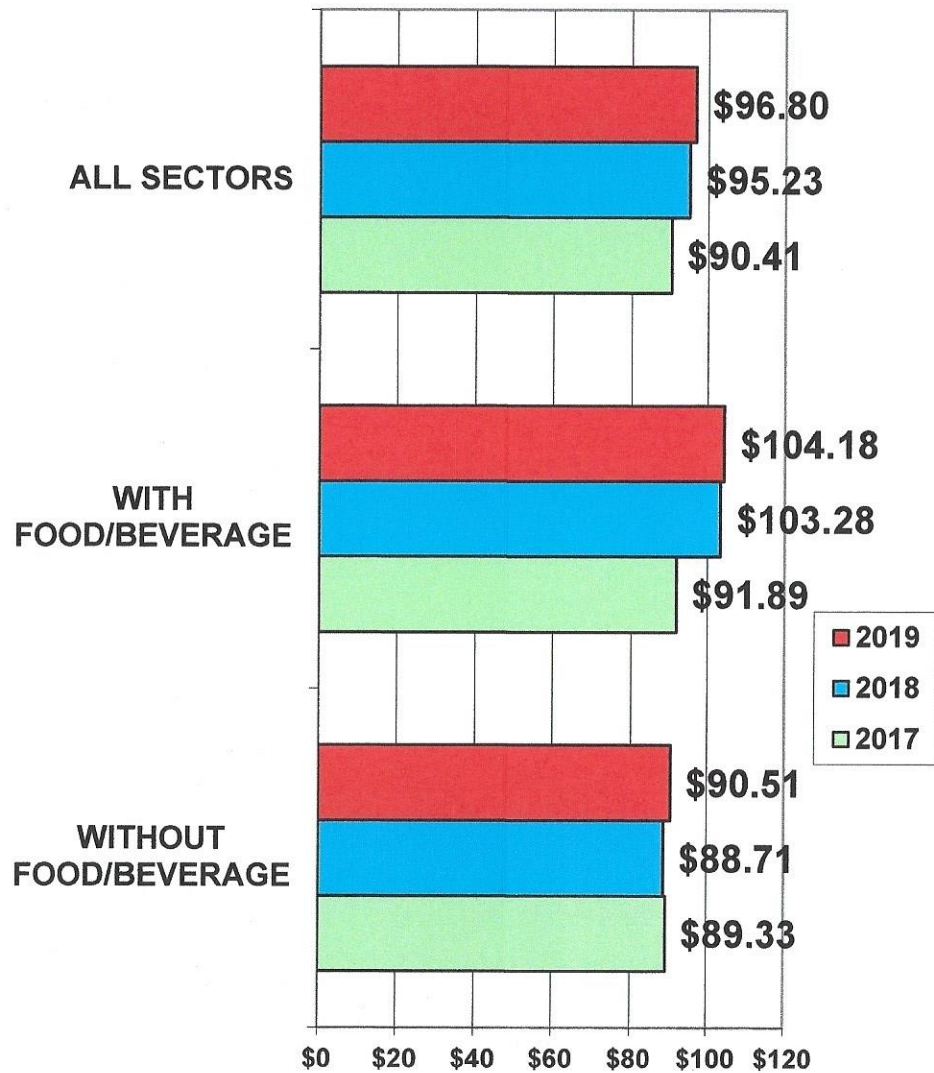
**VOLUSIA OCCUPANCY BY  
FOOD/BEVERAGE -  
APRIL 2017 - 2019**



**VOLUSIA AVERAGE DAILY RATE  
BY FOOD/BEVERAGE  
APRIL 2017 - 2019**



**DAYTONA BEACH REV/PAR  
BY FOOD/BEVERAGE -  
APRIL 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>
<b>DAYTONA BEACH SHORES BEACHSIDE</b>													
BAHAMA HOUSE	95	X	X	X	X								
BEST WESTERN PLUS AKU TIKI	132	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 AND SUITES OCEANFRONT	100	X	X	X	X								
HYATT PLACE	143	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	X	X								
SHORES RESORT & SPA	212	X	X	X	X								
SUN VIKING LODGE	91	X	X	X	X								
<b>DAYTONA BEACHSIDE</b>													
BEST WESTERN DAYTONA INN SEABREEZE	96	X	X			X							
DAYTONA BEACH REGENCY	98	X	X	X	X								
DAYTONA BEACH RESORT	303	X	X	X	X								
HARD ROCK HOTEL	200	X	X	X	X								
HILTON DAYTONA BEACH RESORT	742	X	X	X	X								
HILTON GARDEN INN DAYTONA BEACH OCEANFRONT	144	X	X	X	X								
HOLIDAY INN & SUITES DAYTONA BEACH ON THE OCEAN	123	X	X	X	X								
HOLIDAY INN RESORT DAYTONA	188	X	X	X	X								
NAUTILUS INN	90	X	X	X	X								
OCEAN BREEZE CLUB HOTEL	206	X	X	X	X								
PLAZA RESORT & SPA	322	X	X	X	X								
SILVER BEACH CLUB	74	X	X										
WYNDHAM OCEAN WALK	127	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>
<b>ORMOND BEACHSIDE</b>													
BEST WESTERN CASTILLO DEL SOL	147	X	X	X	X								
CORAL SANDS OCEAN FRONT	102	X	X	X									
COVE ON ORMOND BEACH	112	X	X	X	X								
<b>HIGHWAY I-95 INTERSECTIONS</b>													
BEST WESTERN SPEEDWAY	151	X	X	X	X								
*COUNTRY INN & SUITES PORT ORANGE	87	X	X	X	X								
CLARION INN DESTINATION DAYTONA	79		X	X	X								
LA QUINTA INN	143		X	X	X								
SLEEP INN	82	X	X	X	X								
<b>AIRPORT/SPEEDWAY DISTRICT</b>													
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								
HOMEWOOD SUITES	94	X	X	X	X								
QUALITY INN DAYTONA	64	X	X	X	X								
<b>WEST VOLUSIA</b>													
ALLING HOUSE BED AND BREAKFAST ORANGE CITY	8	X	X	X	X								
ARTISAN DOWNTOWN	14	X	X	X	X								
COMFORT INN DELAND	68	X	X	X	X								
COURTYARD DELAND	104			X	X								
DAYS INN ORANGE CITY	37		X										
HAMPTON INN DEBARY	76	X	X	X	X								
HAMPTON INN DELAND	94	X	X	X	X								
HOLIDAY IN EXPRESS ORANGE CITY	114	X	X	X	X								
HONTOON LANDING	18	X	X	X	X								
<b>SE VOLUSIA</b>													
BEST WESTERN HOTEL	101	X	X	X	X								
COASTAL WATERS INN	40		X		X								
*COUNTRY INN & SUITES PORT ORANGE	87	X	X	X	X								
HAMPTON INN	122	X	X	X									
INN ON THE AVENUE	6		X	X	X								
OCEAN TRILLIUM SUITES	32	X	X	X	X								
SPRINGHILL SUITES	114			X	X								

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

