

Memo

To: HAAA
From: Evelyn Fine
Date: September 20, 2017
Subject: August 2017 Occupancy & Average Daily Rate Report

Overall Daytona Beach Area Occupancy increased about 5%, to 60% in August 2017 from 57% in August 2016.

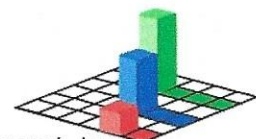
The Daytona Beach Area Average Daily Rate increased 4%, to \$110.37 in August 2017 from \$106.48 in August 2016.

The Daytona Beach Area Revenue per Available Room increased about 8%, to \$ 65.95 in August 2017 from \$60.86 in August 2016.

Schools started classes in August in Georgia and Florida which resulted in fewer families staying in the area at the end of the month.

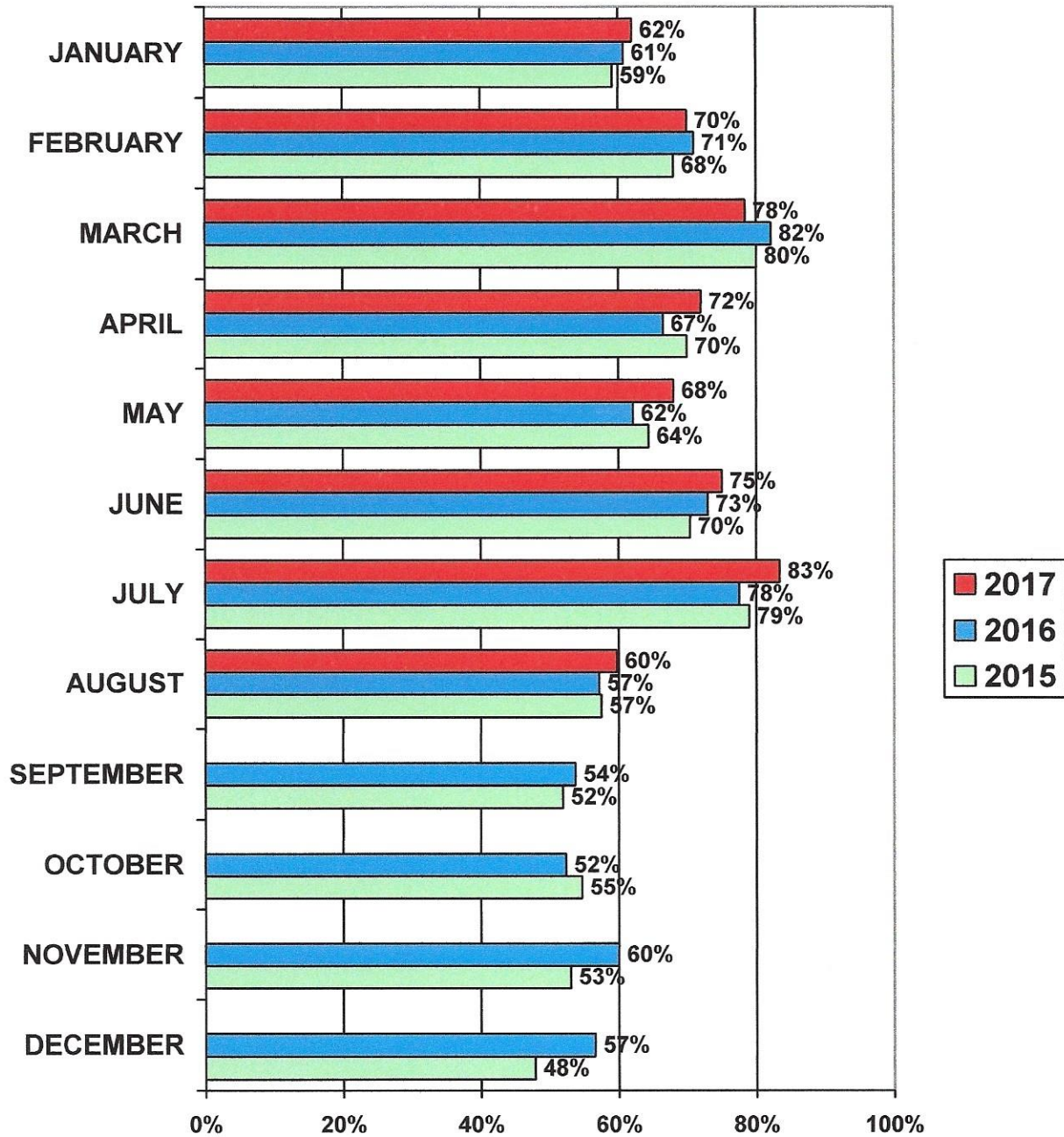
A few hotels were still not operating at 100% or were closed due to damage from Hurricane Matthew in October 2016.

EF/LK



Occupancy (%)	2016												2017												Year To Date		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	August	2015	2016	2017				
	61%	71%	82%	67%	62%	73%	78%	57%	54%	52%	60%	57%	62%	70%	78%	72%	68%	75%	83%	60%	70%	70%	73%				
This Year	\$109.44	\$148.73	\$148.81	\$116.23	\$115.81	\$121.90	\$146.68	\$106.48	\$93.37	\$112.98	\$104.08	\$105.55	\$109.44	\$163.51	\$156.46	\$123.82	\$119.04	\$128.45	\$139.42	\$110.37	\$123.87	\$130.74	\$135.93				
Last Year	\$101.13	\$147.07	\$143.86	\$117.30	\$107.58	\$111.56	\$131.98	\$101.59	\$92.93	\$103.80	\$96.56	\$88.76	\$109.44	\$148.73	\$148.81	\$116.23	\$115.81	\$111.55	\$146.68	\$106.48	\$117.49	\$123.67	\$130.74				
Percent Change	8%	0%	3%	-1%	8%	9%	11%	5%	0%	9%	8%	19%	6%	10%	5%	7%	3%	5%	-8%	4%	5%	6%	4%				
ADR																											
This Year	\$109.44	\$148.73	\$148.81	\$116.23	\$115.81	\$121.90	\$146.68	\$106.48	\$93.37	\$112.98	\$104.08	\$105.55	\$109.44	\$163.51	\$156.46	\$123.82	\$119.04	\$128.45	\$139.42	\$110.37	\$123.87	\$130.74	\$135.93				
Last Year	\$101.13	\$147.07	\$143.86	\$117.30	\$107.58	\$111.56	\$131.98	\$101.59	\$92.93	\$103.80	\$96.56	\$88.76	\$109.44	\$148.73	\$148.81	\$116.23	\$115.81	\$111.55	\$146.68	\$106.48	\$117.49	\$123.67	\$130.74				
Percent Change	8%	0%	3%	-1%	8%	9%	11%	5%	0%	9%	8%	19%	6%	10%	5%	7%	3%	5%	-8%	4%	5%	6%	4%				
RevPAR																											
This Year	\$66.52	\$104.77	\$122.29	\$77.30	\$71.98	\$88.93	\$113.68	\$60.86	\$50.18	\$59.14	\$62.12	\$59.67	\$72.19	\$114.44	\$122.67	\$89.17	\$72.52	\$96.44	\$116.28	\$65.95	\$86.69	\$92.08	\$97.37				
Last Year	\$59.82	\$100.18	\$114.52	\$81.94	\$68.89	\$78.55	\$103.06	\$57.72	\$48.21	\$67.74	\$51.22	\$42.04	\$66.52	\$104.77	\$122.29	\$77.30	\$71.98	\$78.55	\$113.68	\$60.86	\$80.87	\$86.69	\$92.08				
Percent Change	11%	4%	7%	-6%	4%	13%	10%	5%	4%	4%	21%	42%	8%	9%	0%	15%	1%	8%	2%	8%	7%	6%	6%				
Supply																											
This Year	163,214	154,009	172,285	166,700	172,276	165,772	155,015	159,773	151,416	134,033	125,375	127,107	137,718	138,610	151,075	147,446	171,349	162,988	168,781	167,216	1,343,161	1,309,044	1,245,181				
Last Year	167,706	155,707	170,481	167,687	170,041	167,883	173,872	169,784	159,045	172,169	146,622	168,999	167,706	155,707	170,481	167,687	172,276	165,772	155,015	159,773	1,295,094	1,314,417	1,314,417				
Percent Change	-3%	-1%	1%	-1%	1%	-1%	-11%	-6%	-5%	-22%	-14%	-25%	-18%	-11%	-11%	-12%	-1%	-2%	9%	5%	4%	0%	-5%				

DAYTONA BEACH HOTEL/MOTEL OCCUPANCY 2015 - 2017

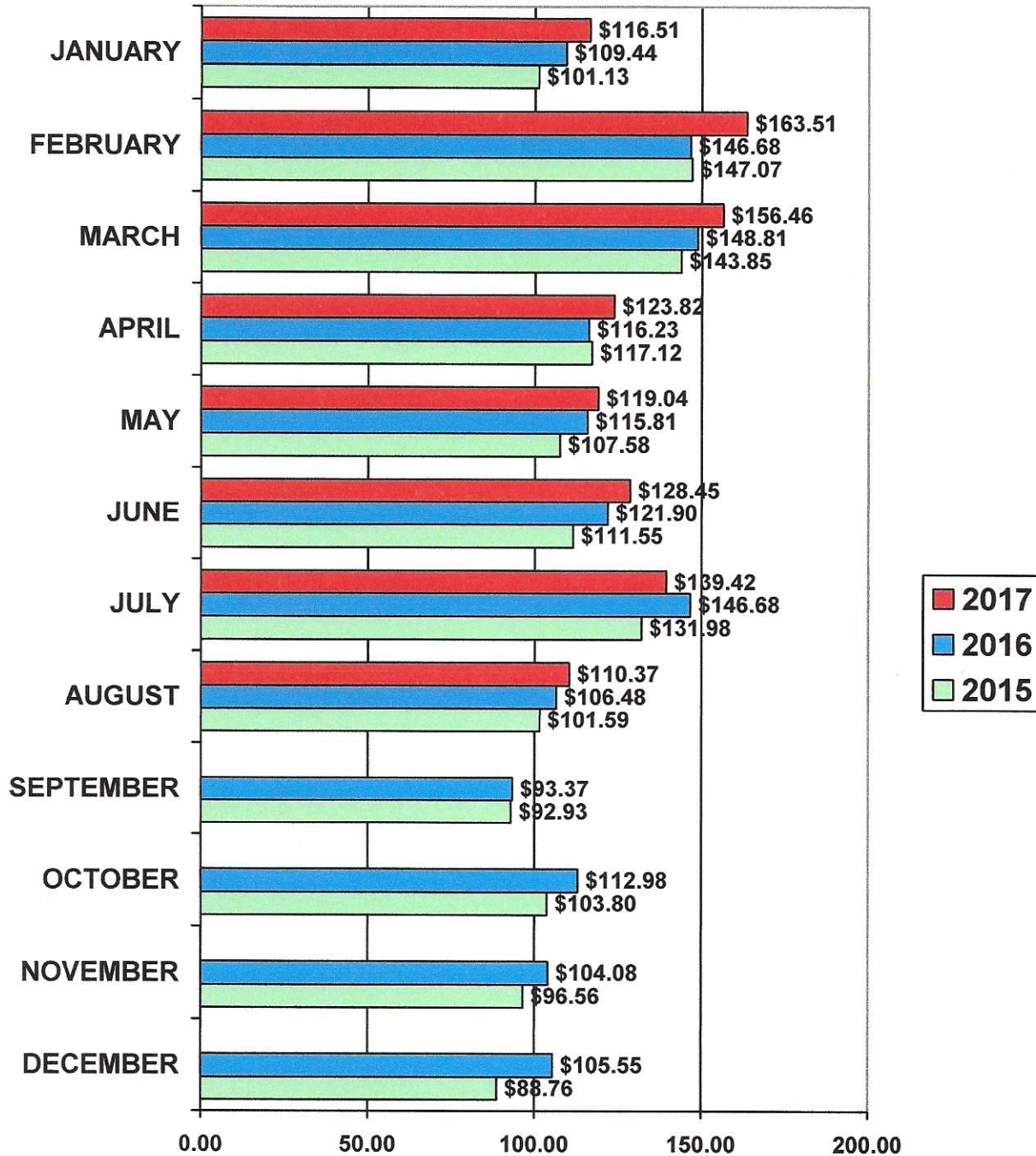


2017 YTD AVG. 71% **AUGUST 2017 HIGH 100%**
2016 YTD AVG. 69% **AUGUST 2017 LOW 15%**
2015 YTD AVG. 69%

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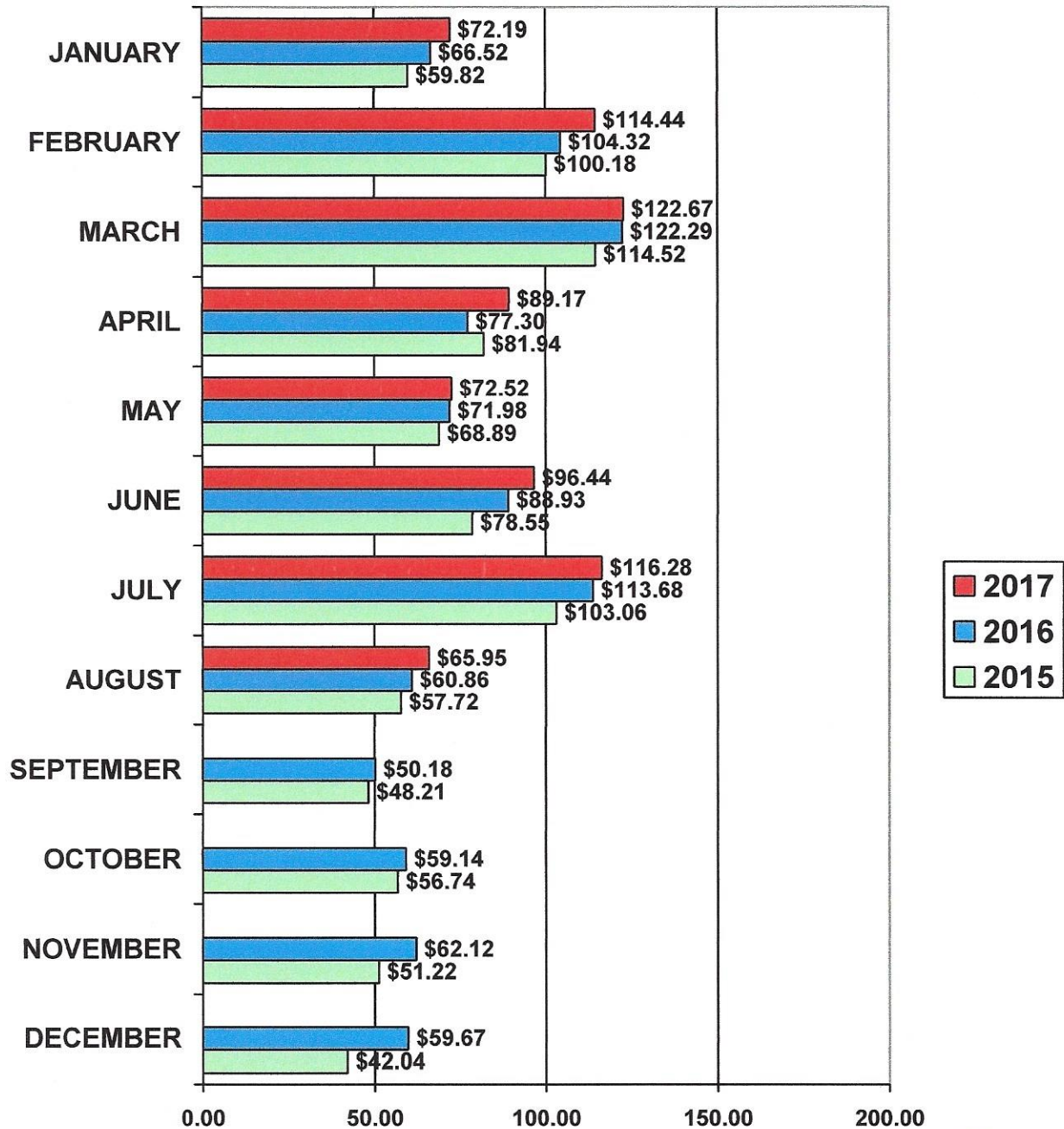
DAYTONA BEACH HOTEL/MOTEL AVERAGE DAILY RATE 2015 - 2017



2017 YTD AVG. \$133.13 AUGUST 2017 HIGH \$175.29
2016 YTD AVG. \$128.31 AUGUST 2017 LOW \$ 62.59
2015 YTD AVG. \$121.52

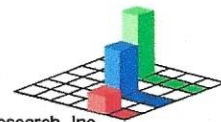


DAYTONA BEACH HOTEL/MOTEL REV PAR BY MONTH 2015 - 2017

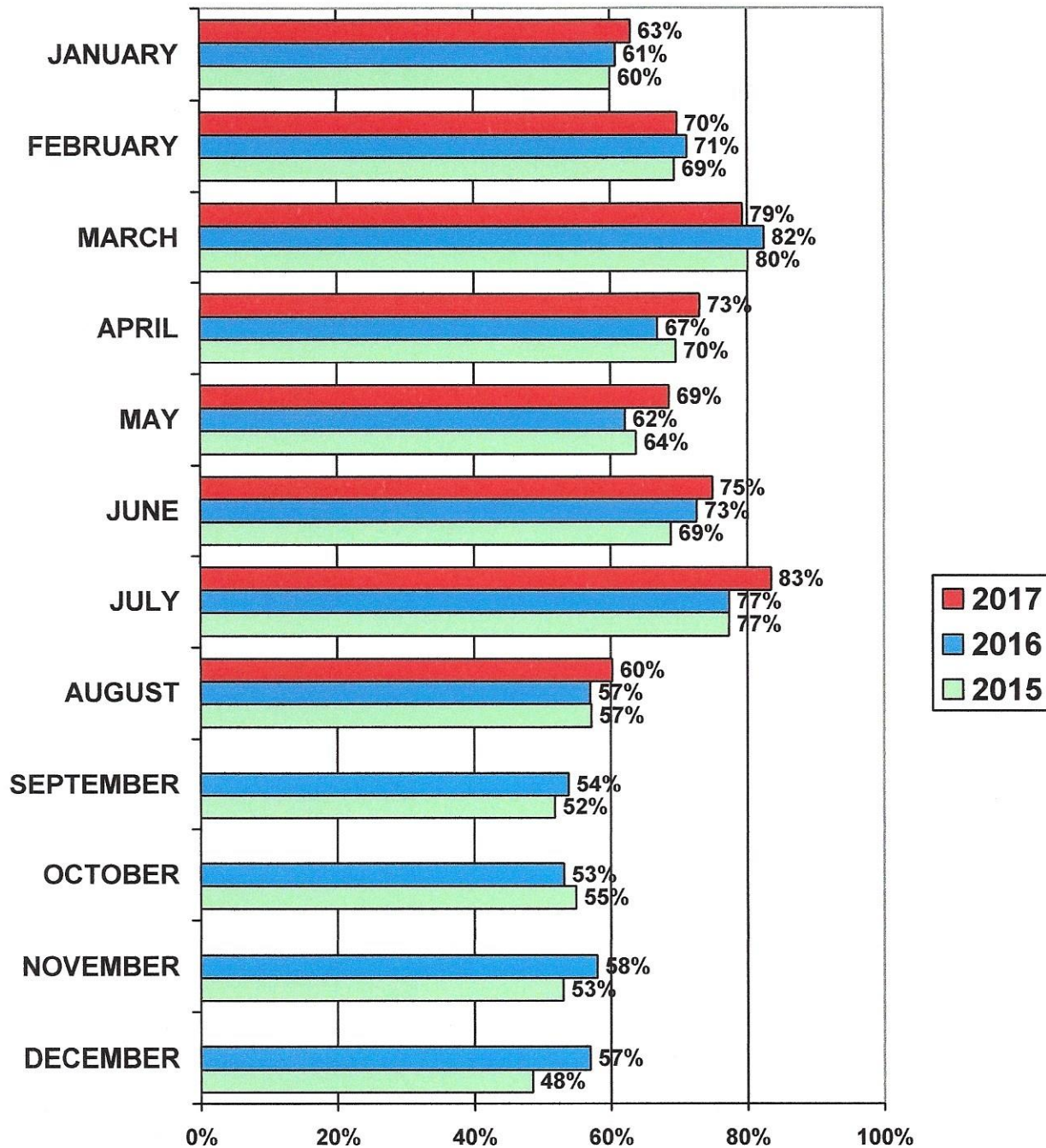


2017 YTD AVG. \$ 93.33
 2016 YTD AVG. \$ 88.31
 2015 YTD AVG. \$ 83.03

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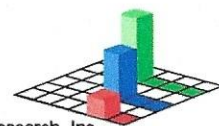


VOLUSIA HOTEL/MOTEL OCCUPANCY 2015 - 2017

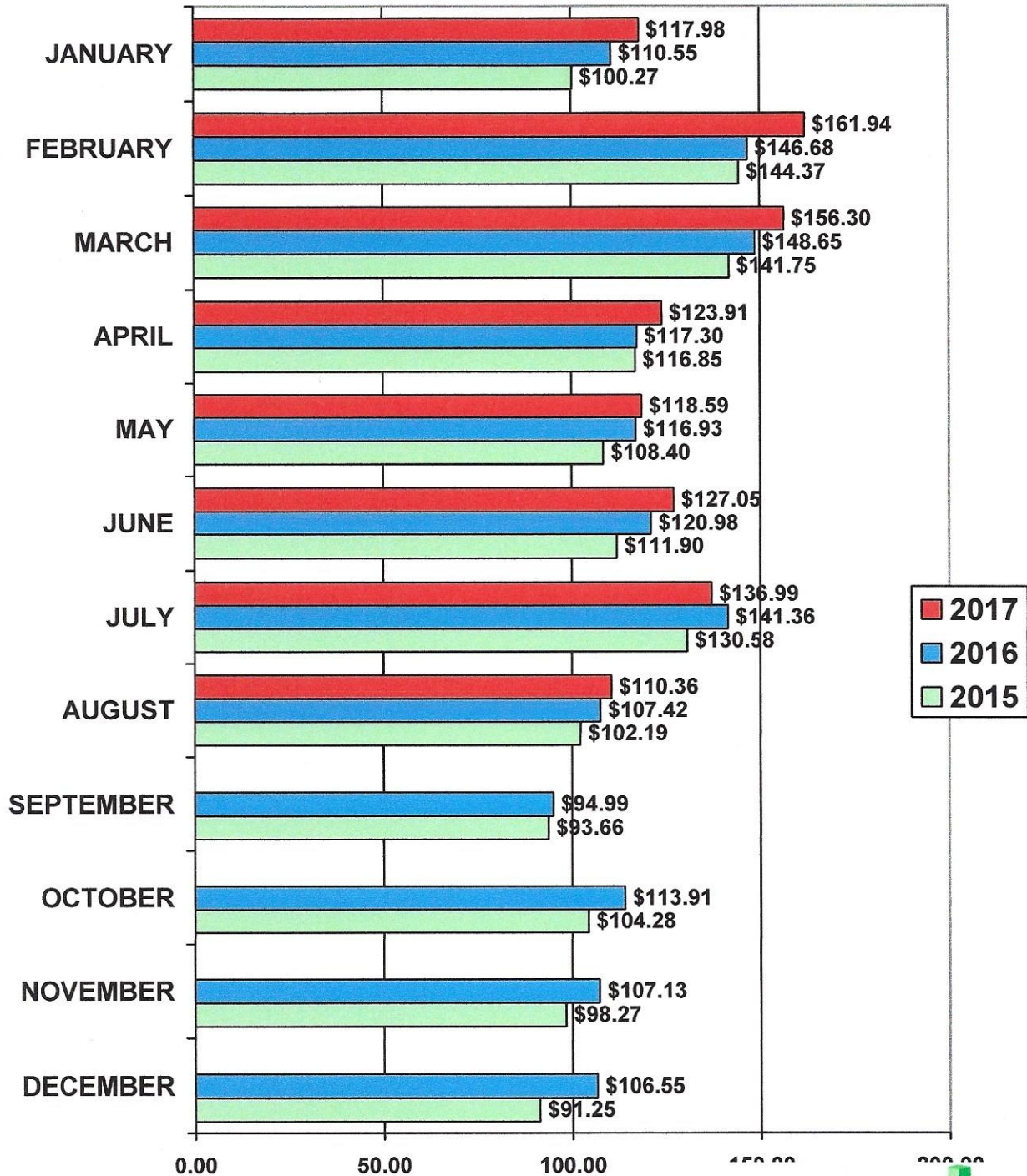


2017 YTD AVG. 72% **AUGUST 2017 HIGH 100%**
2016 YTD AVG. 69% **AUGUST 2017 LOW 15%**
2015 YTD AVG. 68%

Mid-Florida Marketing & Research, Inc.



VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2015 - 2017



2017 YTD AVG. \$132.33

2016 YTD AVG. \$127.92

2015 YTD AVG. \$120.79

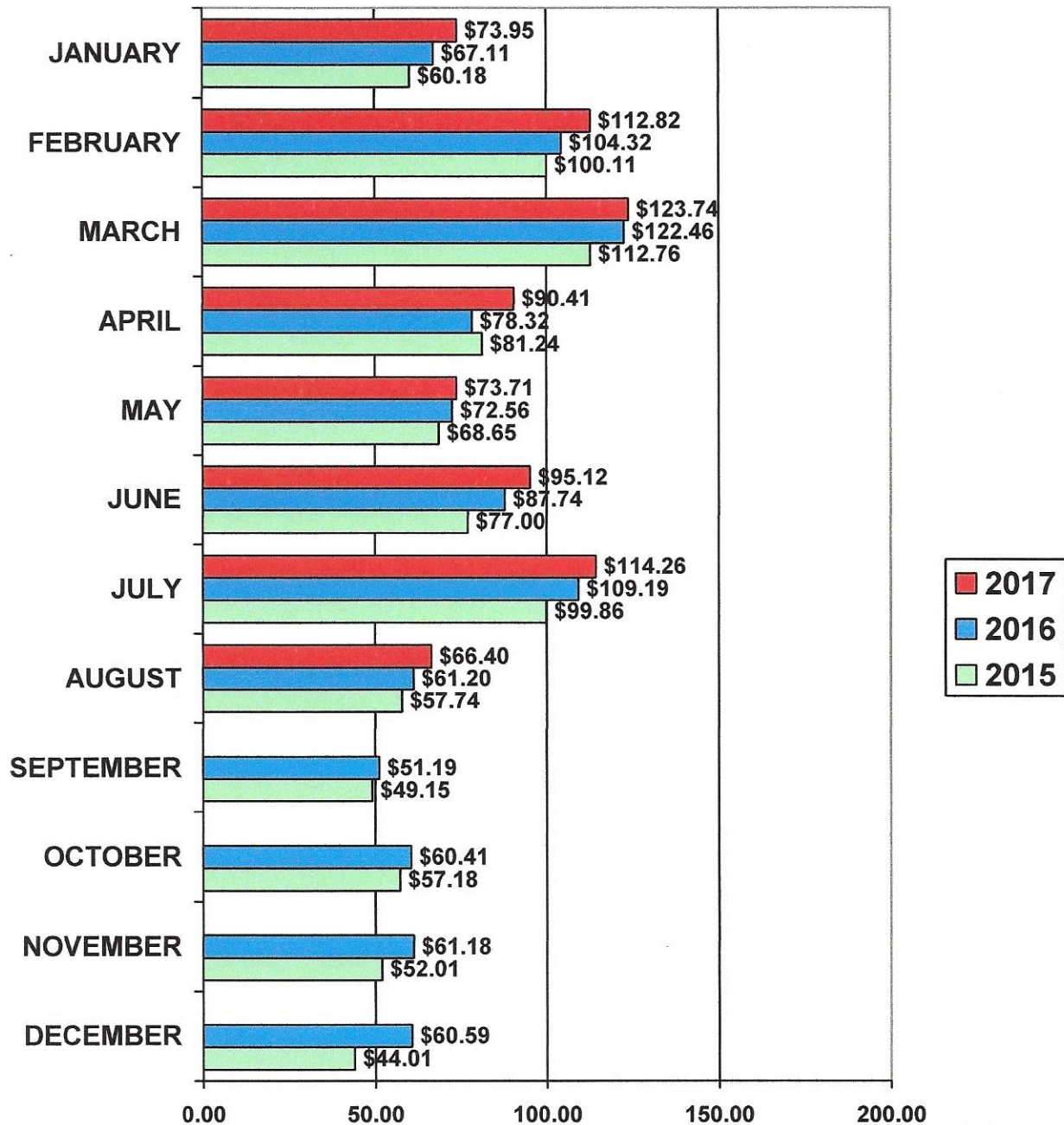
AUGUST 2017 HIGH \$175.29

AUGUST 2017 LOW \$ 62.59

Mid-Florida Marketing & Research, Inc.



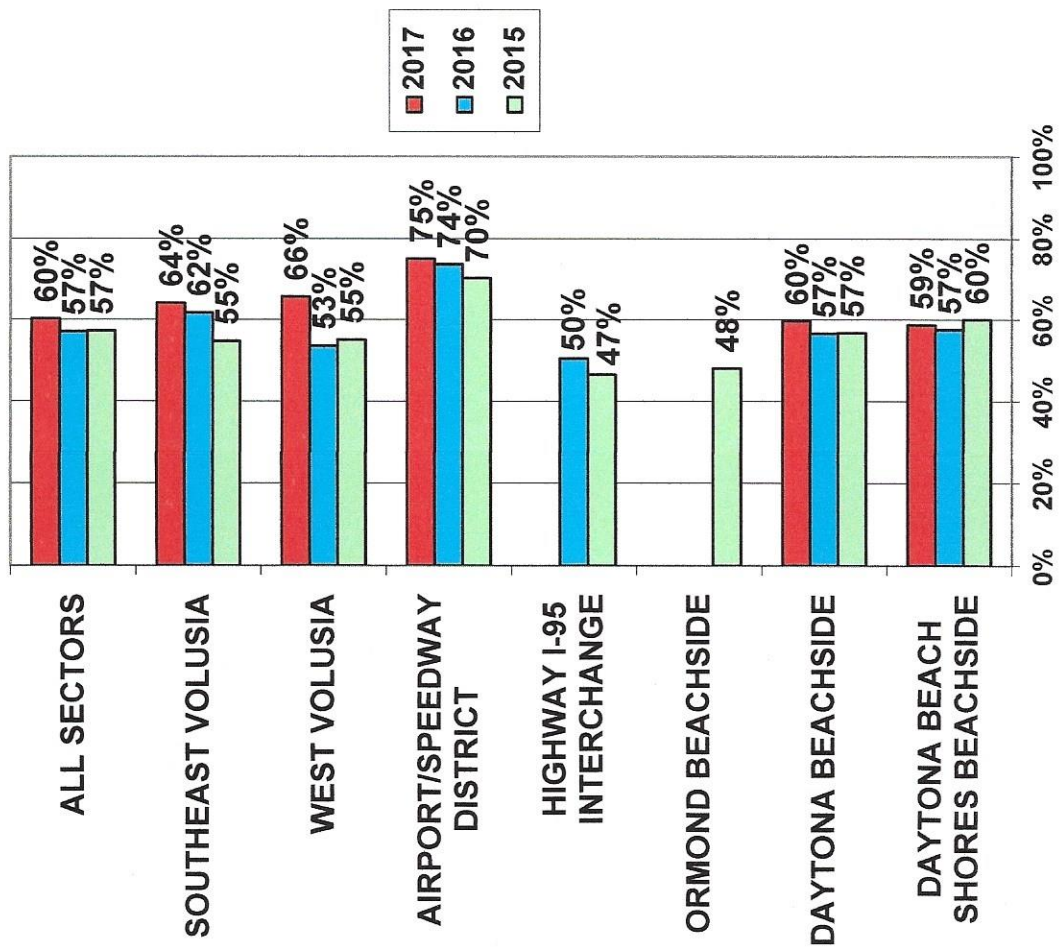
VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2015 - 2017



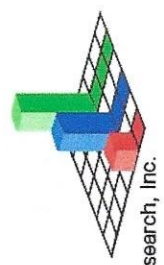
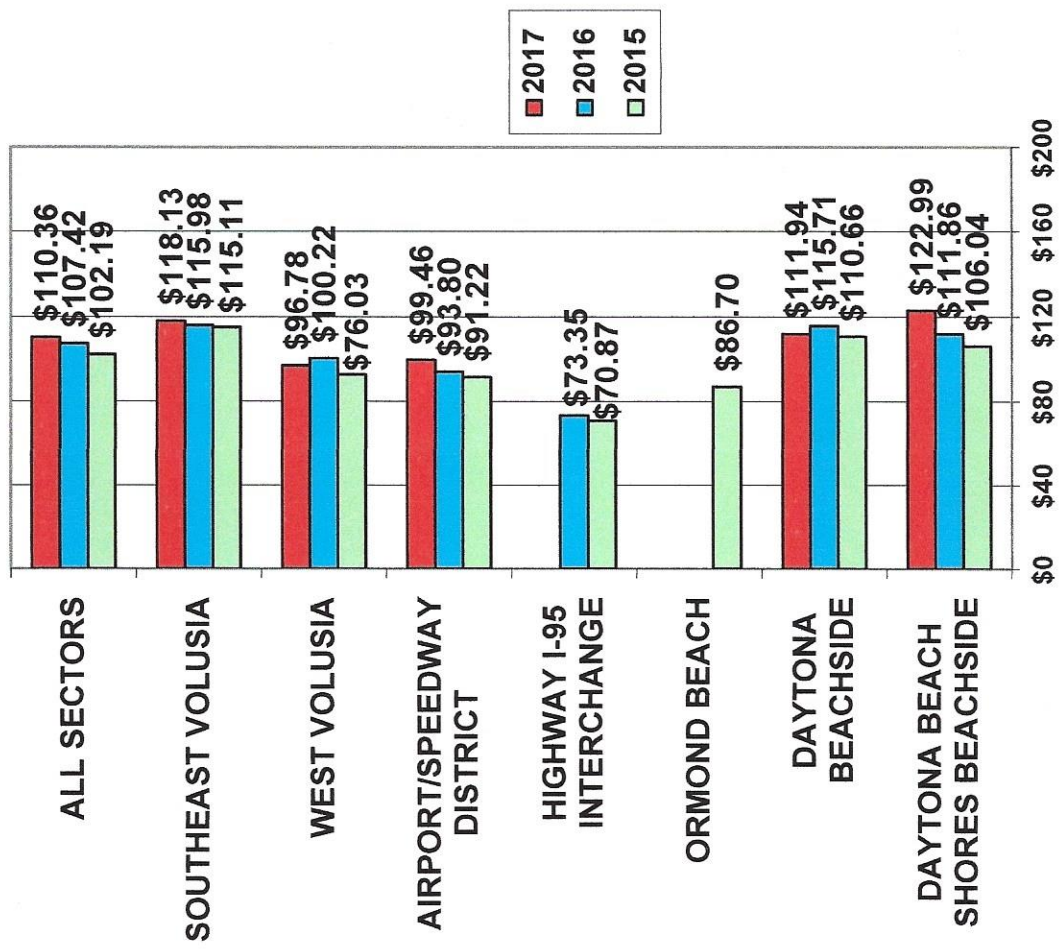
2017 YTD AVG. \$ 93.37
2016 YTD AVG. \$ 88.05
2015 YTD AVG. \$ 82.10



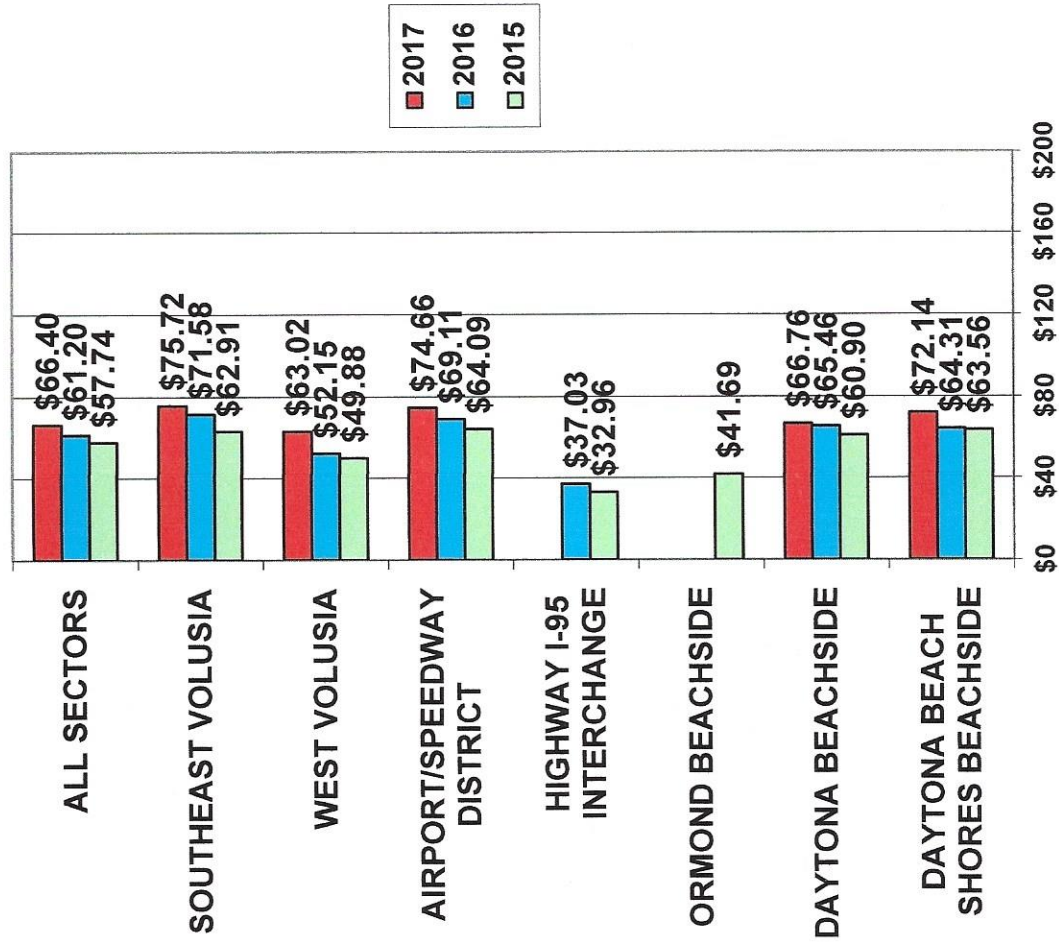
**VOLUSIA OCCUPANCY BY
AREA SECTORS -
AUGUST 2015 - 2017**



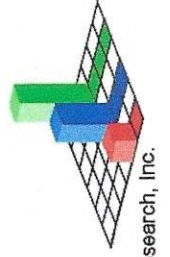
**VOLUSIA AVERAGE DAILY RATE BY
AREA SECTORS -
AUGUST 2015 - 2017**



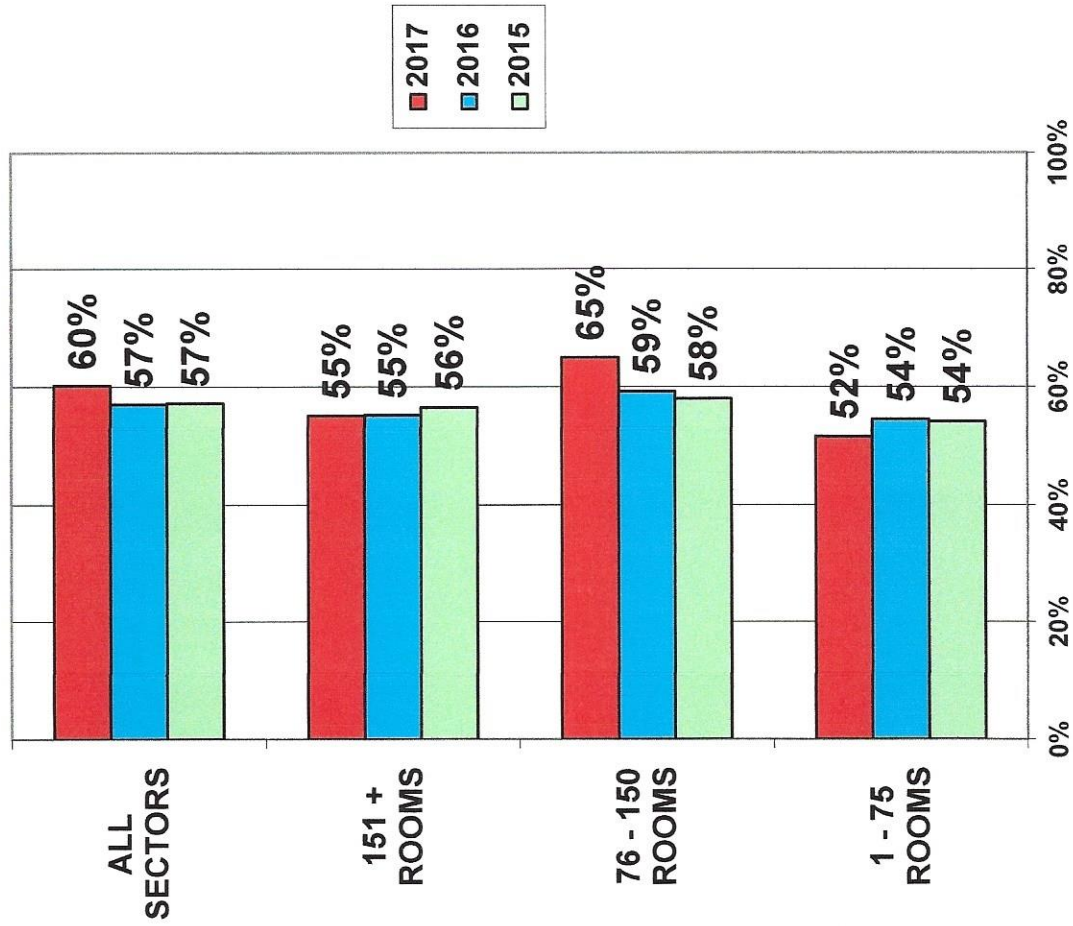
**VOLUSIA REV PAR BY
AREA SECTORS -
AUGUST 2015 - 2017**



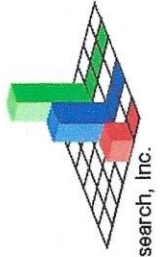
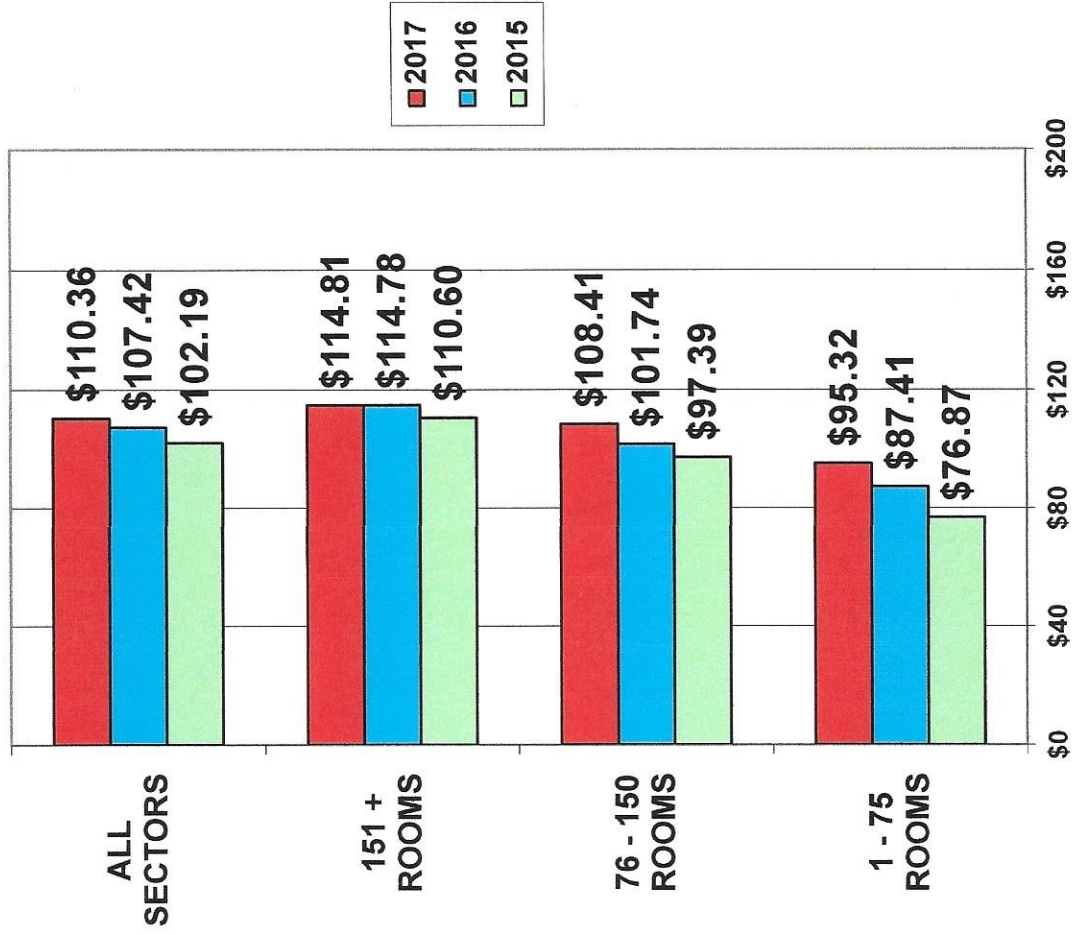
AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.



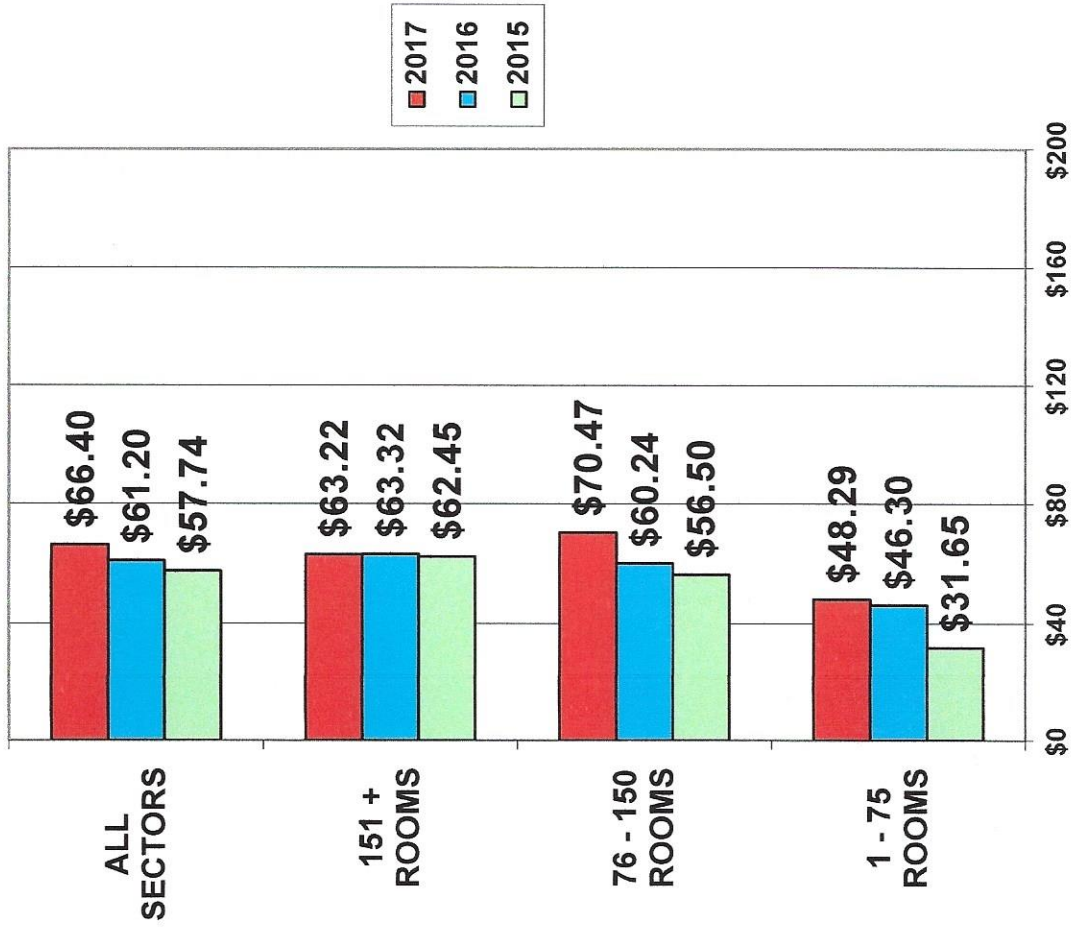
**VOLUSIA OCCUPANCY BY
PROPERTY SIZE -
AUGUST 2015 - 2017**



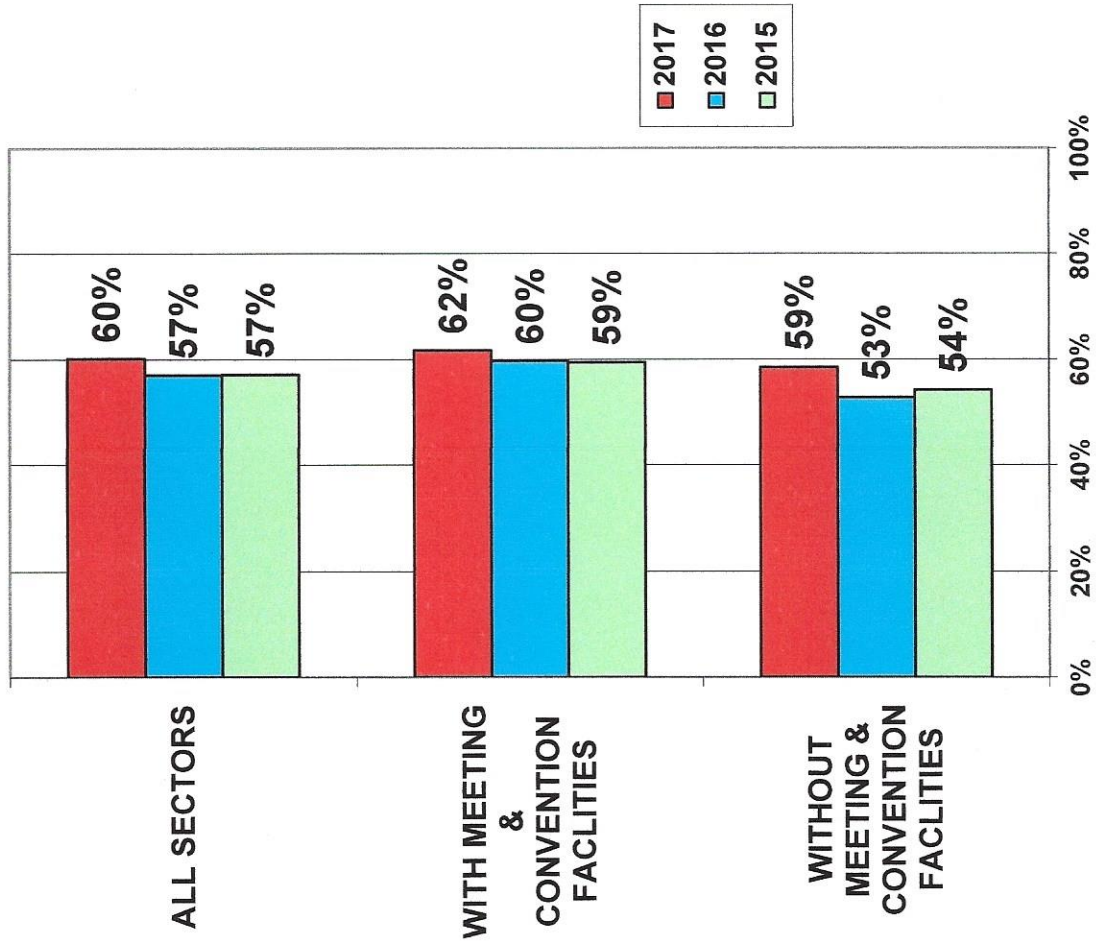
**VOLUSIA AVERAGE DAILY RATE BY
PROPERTY SIZE -
AUGUST 2015 - 2017**



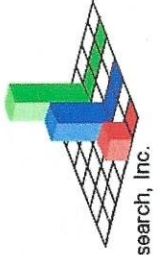
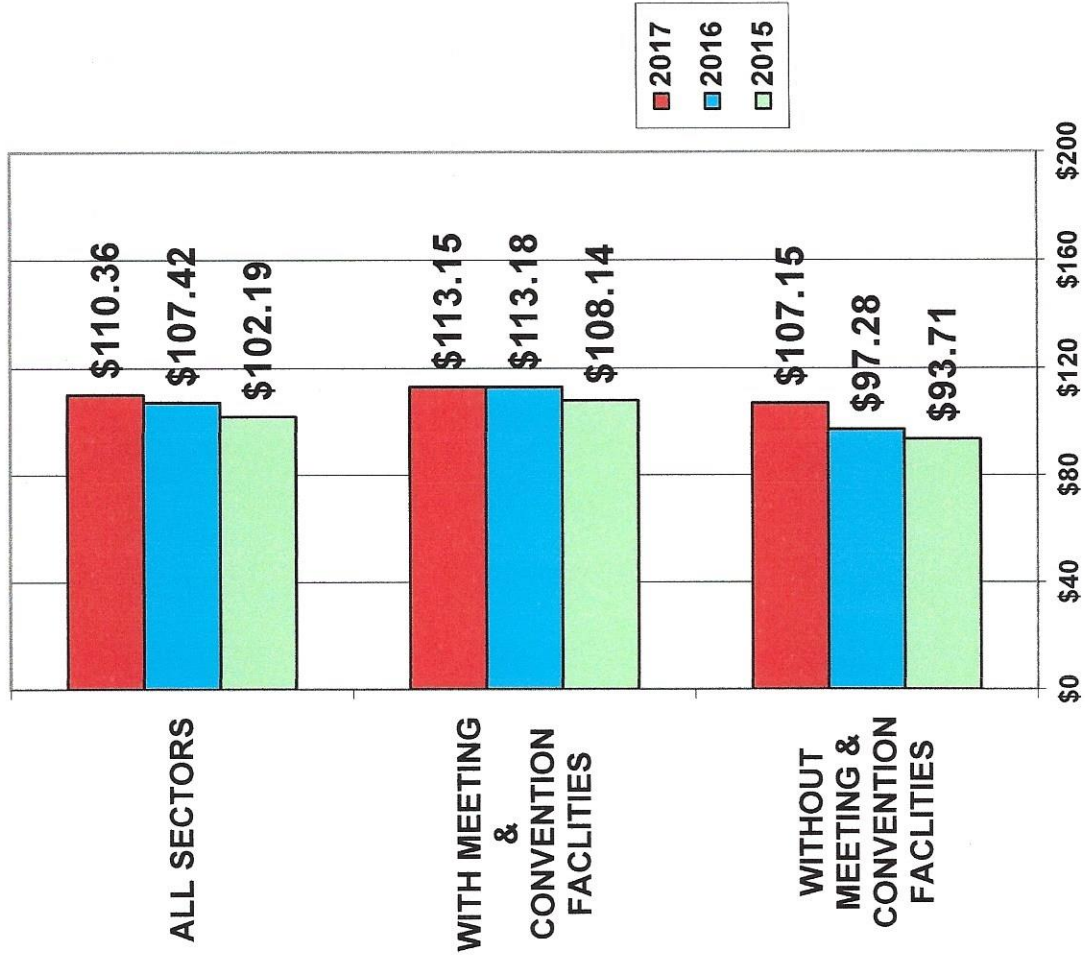
**VOLUSIA REV PAR BY
PROPERTY SIZE -
AUGUST 2015 - 2017**



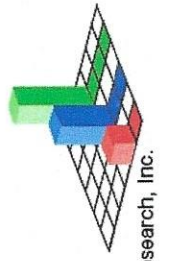
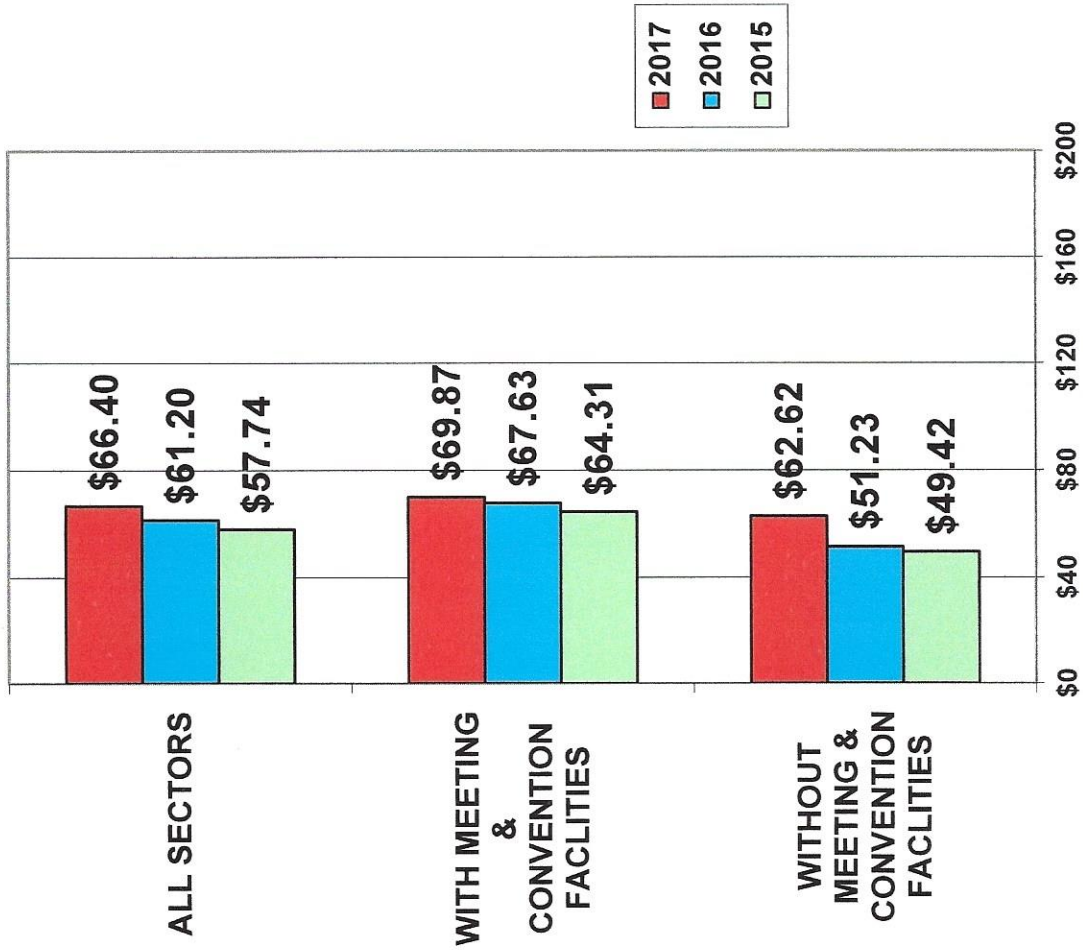
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - AUGUST 2015 - 2017



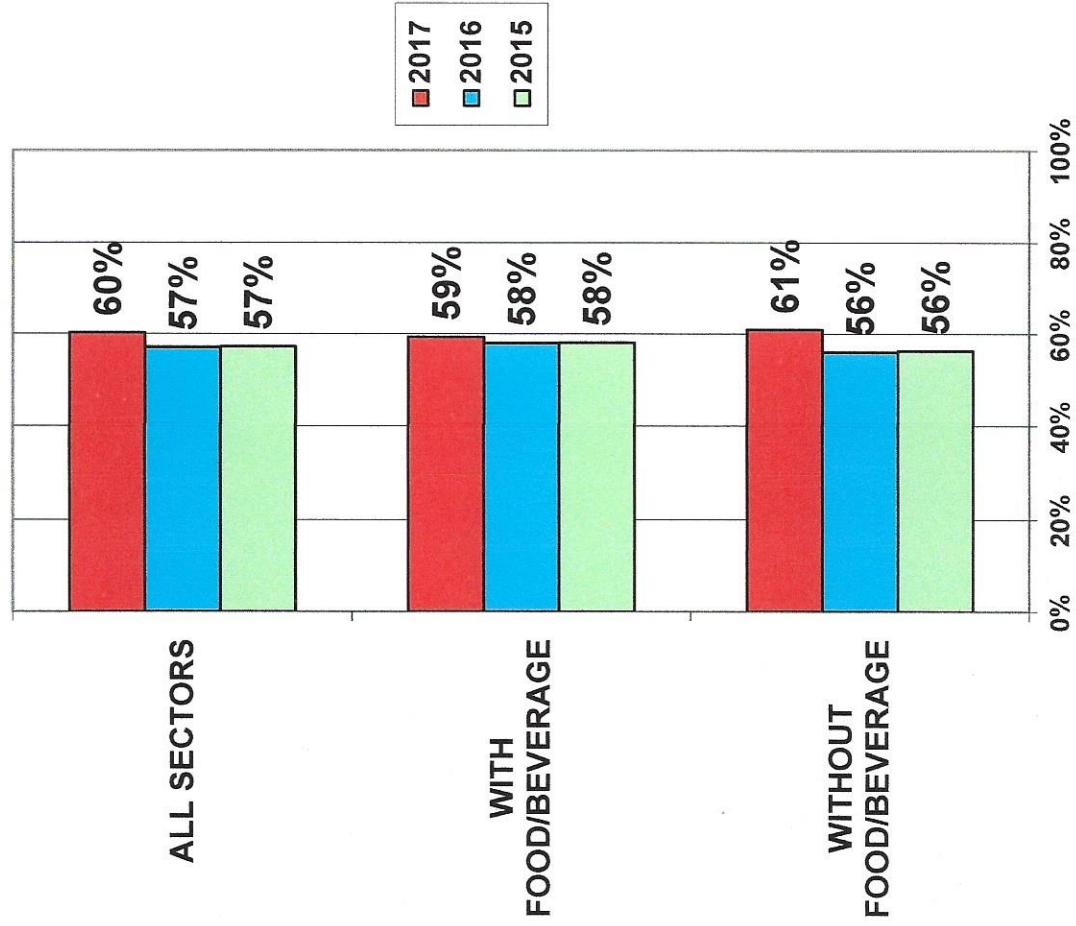
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - AUGUST 2015 - 2017



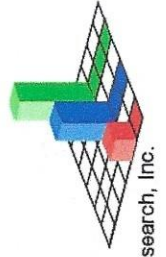
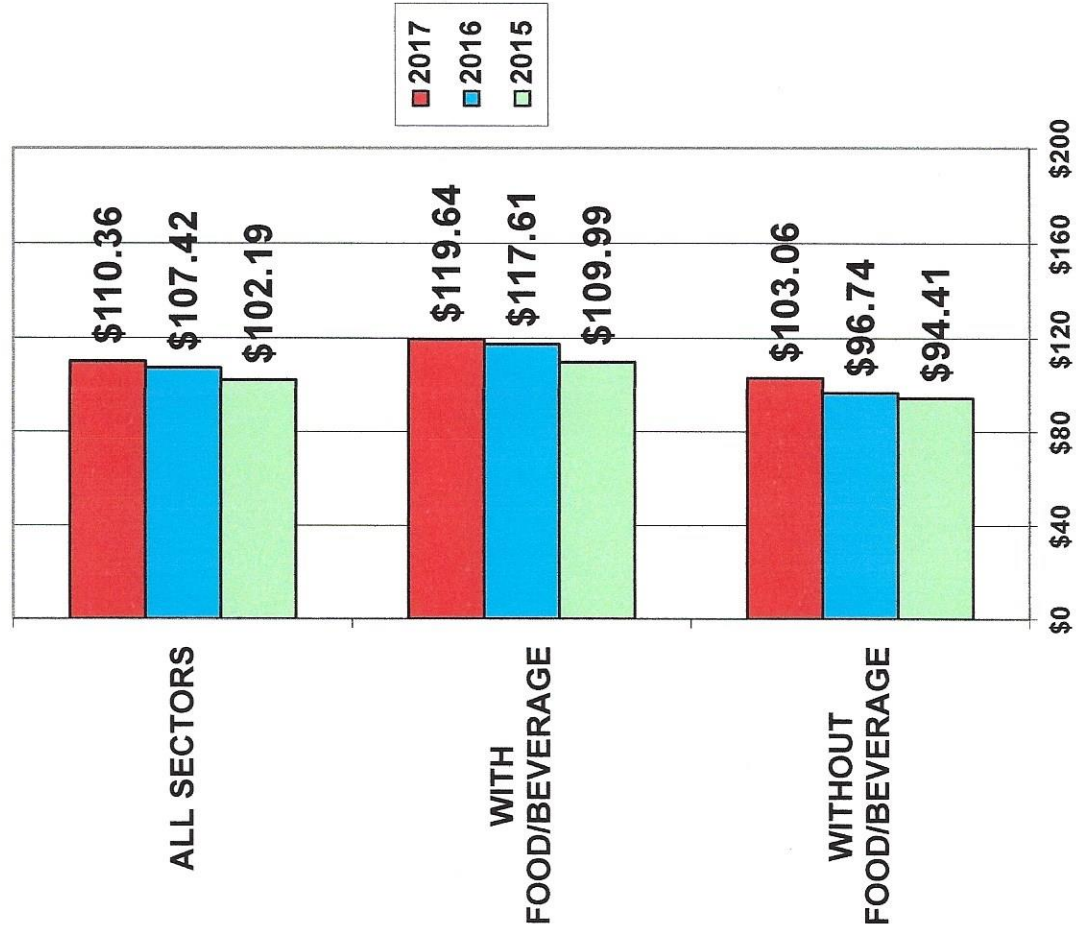
**VOLUSIA REV PAR
BY MEETING & CONVENTION
FACILITIES - AUGUST 2015 - 2017**



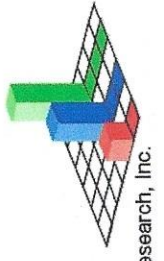
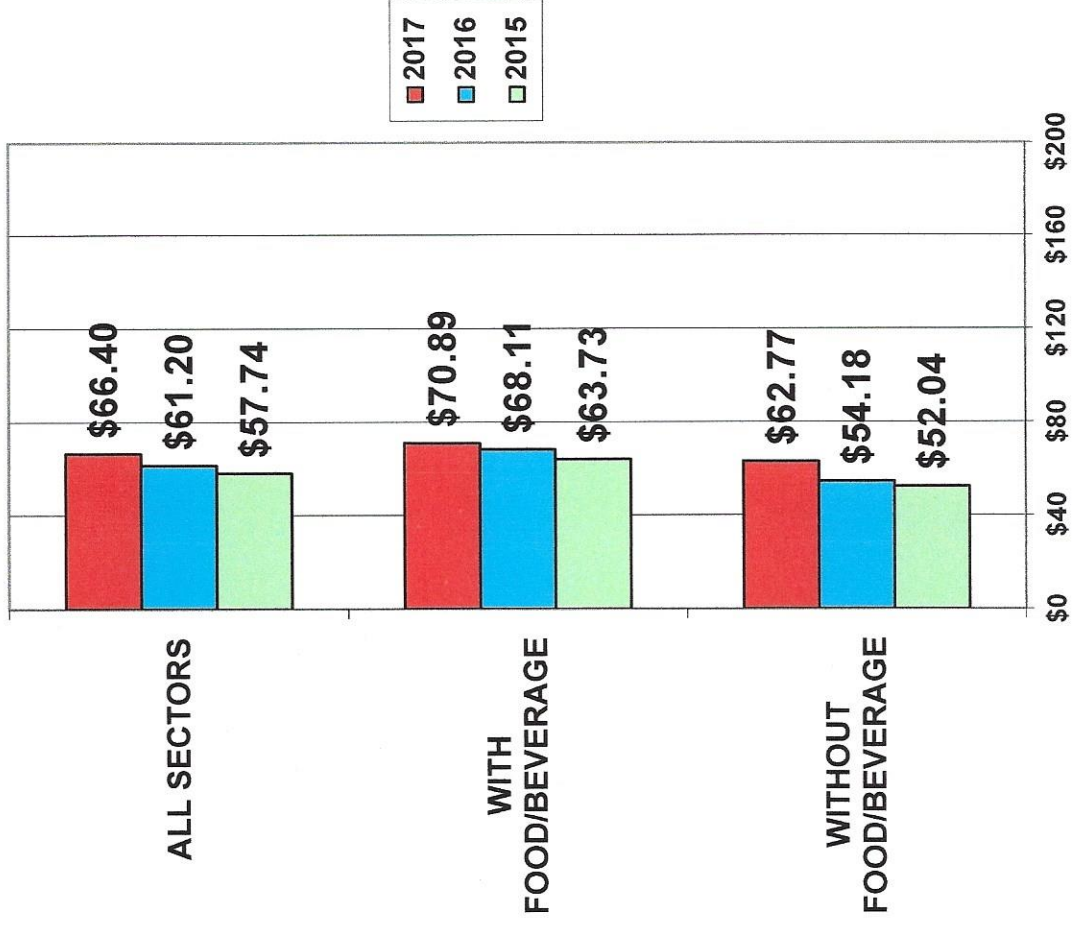
**VOLUSIA OCCUPANCY BY
FOOD/BEVERAGE -
AUGUST 2015 - 2017**



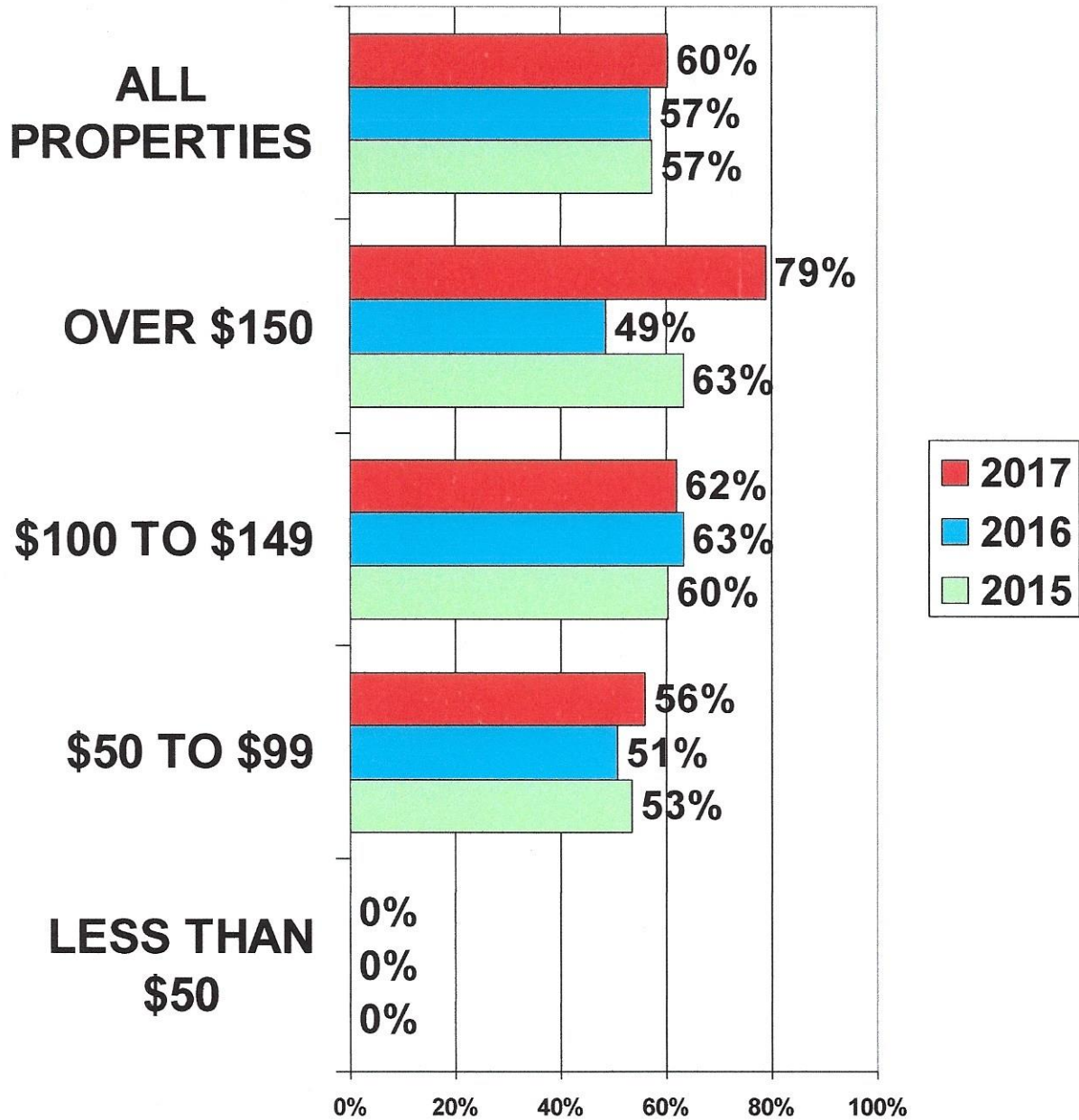
**VOLUSIA AVERAGE DAILY RATE BY
FOOD/BEVERAGE
AUGUST 2015 - 2017**



**VOLUSIA REV PAR BY
FOOD/BEVERAGE
AUGUST 2015 - 2017**

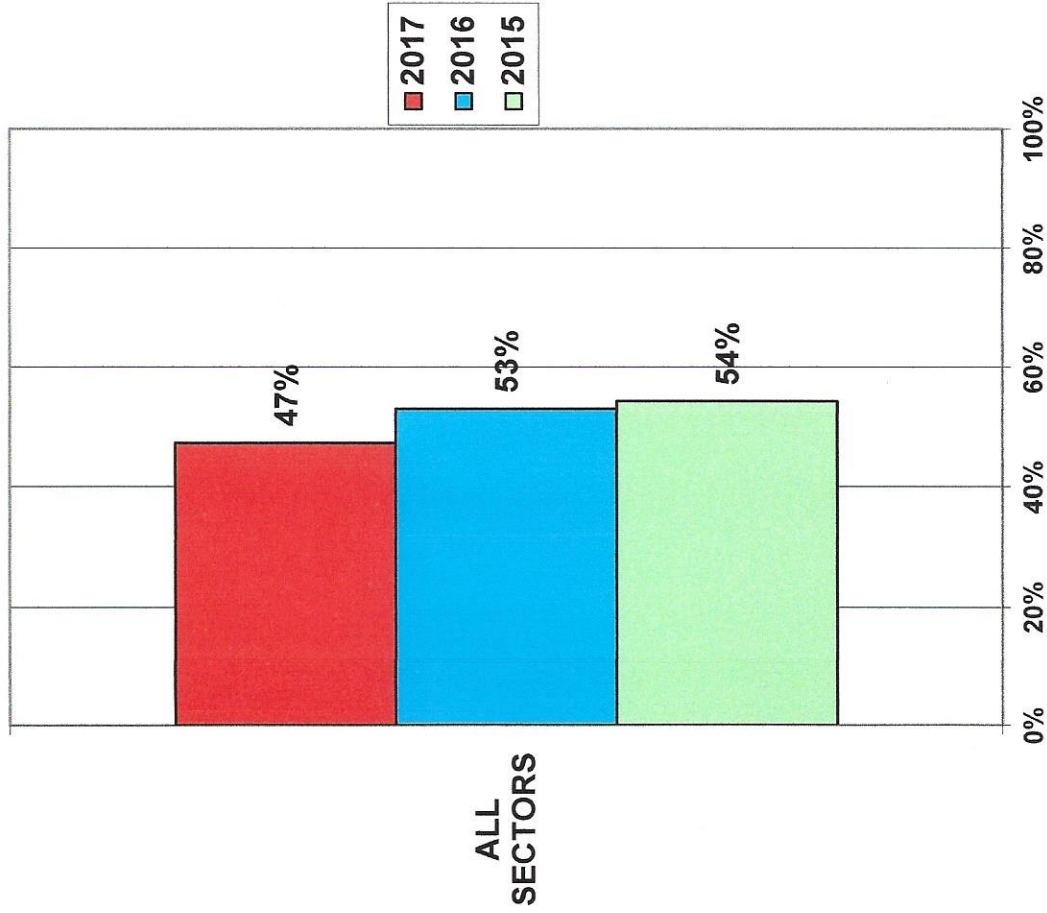


VOLUSIA HOTEL/MOTEL OCCUPANCY BY PRICE RANGE - AUGUST 2015 - 2017

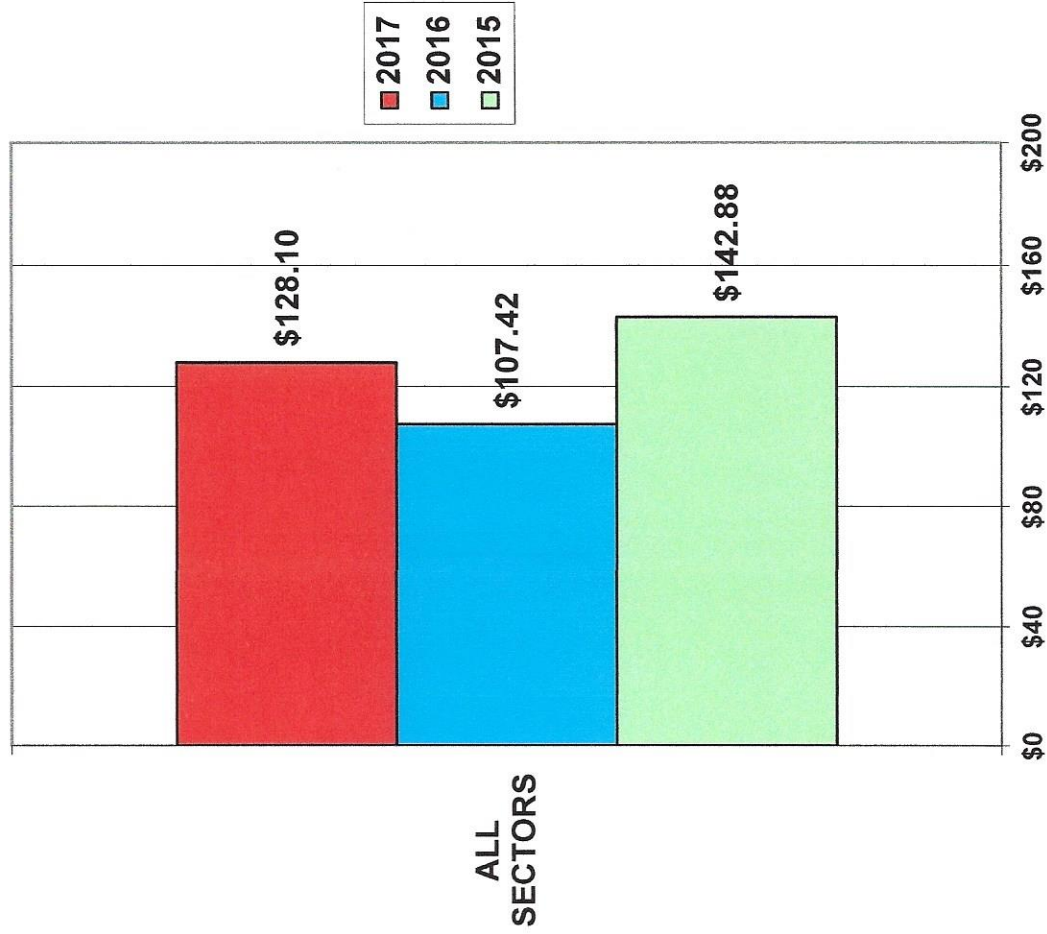


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**VOLUSIA OCCUPANCY
BY CONDO/TIMESHARES -
AUGUST 2015 - 2017**



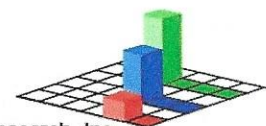
**VOLUSIA AVERAGE DAILY RATE
BY CONDO/TIMESHARES -
AUGUST 2015 - 2017**



**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	X	X	X	X				
BEST WESTERN PLUS AKU TIKI	132	X	X	X	X	X	X	X	X				
EL CARIBE RESORT & CONF. CENTER	112	X	X	X	X	X	X	X	X				
HAMPTON DAYTONA SHORES OCEANFRONT	111	X	X	X	X	X	X	X	X				
HOLIDAY INN EXPRESS OCEANFRONT	100	--	--	X	X	X	X	X	X				
HYATT PLACE	143	X	X	X	X	X	X	X	X				
LEXINGTON INN & SUITES	101	X	X	X	X	X	X	X	X				
OCEAN COURT MOTEL	33	X	X	X	X	X	X	X	X				
OCEANSIDE INN	191	X	X	X	X	X	X	X	X				
PERRY'S OCEAN EDGE RESORT	200	X	X	X	X	X	X	X	X				
RESIDENCE INN DAYTONA BEACH OCEANFRONT	105			X	X	X	X	X	X				
SHORES RESORT & SPA	212	X	X	X	X	X	X	X	X				
SUN VIKING LODGE	91	X	X	X	X	X	X	X	X				
DAYTONA BEACHSIDE													
BEST WESTERN DAYTONA INN	96	X	X	X	X	X	X	X	X				
DAYTONA BEACH REGENCY	98	--	X	CLOSED		X	X	X	X				
DAYTONA BEACH RESORT	303	X	X	X	X	X	X	X	X				
DAYTONA INN BEACH RESORT	65		X	X	X	X	X	X	X				
HILTON DAYTONA BEACH RESORT	742	X	X	X	X	X	X	X	X				
HILTON GARDEN INN DAYTONA BEACH OCEANFRONT	144						X	X	X				
HOLIDAY INN HOTEL ON THE OCEAN	123	X	X	X	X	X	X	X	X				
HOLIDAY INN RESORT DAYTONA	188	X	X	X	X	X	X	X	X				
LA PLAYA RESORT	238												CLOSED
NAUTILUS INN	90	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				
SILVER BEACH CLUB	74	--	--	X	X	X	X	X	X				
THE VILLA BED AND BREAKFAST	4	X	X		X	X		X	X				
WYNDHAM OCEAN WALK	127	X	X	X	X	X	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	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					
HIGHWAY I-95 INTERSECTIONS													
BEST WESTERN SPEEDWAY	151	X	X	X	X	X	X	X	X				
*COUNTRY INN & SUITES PORT ORANGE	87	X	X	X	X	X	X	X	X				
HOWARD JOHNSON DESTINATION DAYTONA	79	X	X	X	X	X	X	X	X				
SLEEP INN	82	X	X	X	X	X	X	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				
HILTON GARDEN INN D B AIRPORT	115	X	X	X	X	X	X	X	X				
HOMWOOD SUITES	94	X	X	X	X	X		X					
QUALITY INN DAYTONA	64	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				
ARTISAN DOWNTOWN	8	X	X	X	X	X	X	X	X				
COMFORT INN DELAND	68	X	X	X	X	X	X	X	X				
DAYS INN ORANGE CITY	37	X	X			X		X					
HAMPTON INN DEBARY	76	X	X	X	X	X	X	X	X				
HAMPTON INN DELAND	94	X	X	X	X	X	X	X	X				
HOLIDAY IN EXPRESS ORANGE CITY	114				X	X	X	X	X				
HONTOON LANDING	18	X	X	X	X	X	X	X	X				
SE VOLUSIA													
BEST WESTERN HOTEL	101	X	X	X	X	X	X	X	X				
COASTAL WATERS INN	40	X	X	X	X	X	X	X	X				
*COUNTRY INN & SUITES PORT ORANGE	87	X	X	X	X	X	X	X	X				
HAMPTON INN	122	X	X	X	X	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	X				

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

