

Memo

To: HAAA
From: Evelyn Fine
Date: October 5, 2020
Subject: August 2020 Occupancy & Average Daily Rate Report

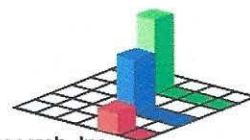
Overall Daytona Beach Area Occupancy decreased about 20%, to 46% in August 2020 from 58% in August 2019.

The Daytona Beach Area Average Daily Rate increased about 6% to \$120.93 in August 2020 from \$111.04 in August 2019.

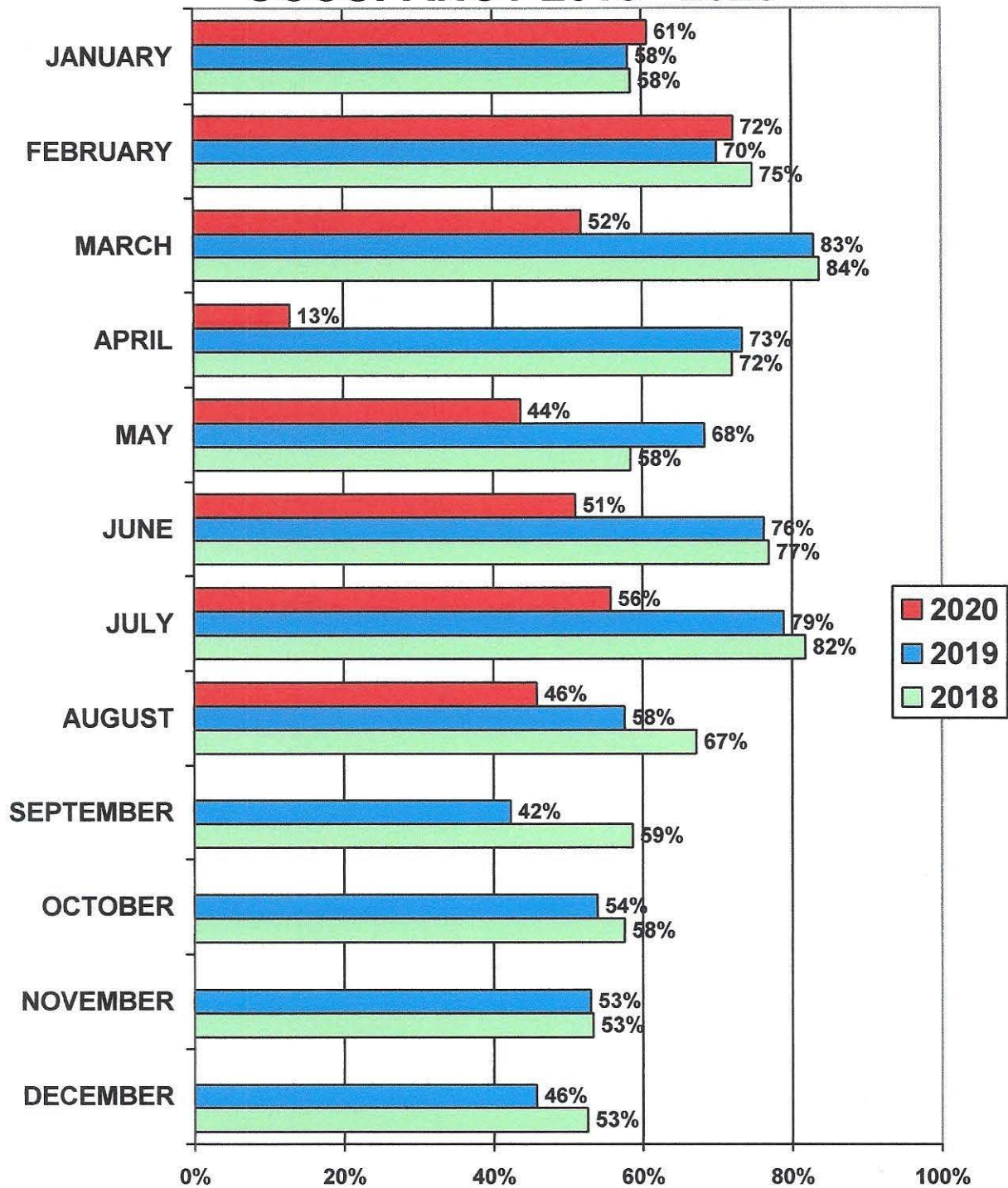
The Daytona Beach Area Revenue per Available Room decreased about 13%, to \$55.39 in August 2020 from \$63.87 in August 2019.

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

EF/LK



HALIFAX AREA HOTEL/MOTEL OCCUPANCY 2018 - 2020

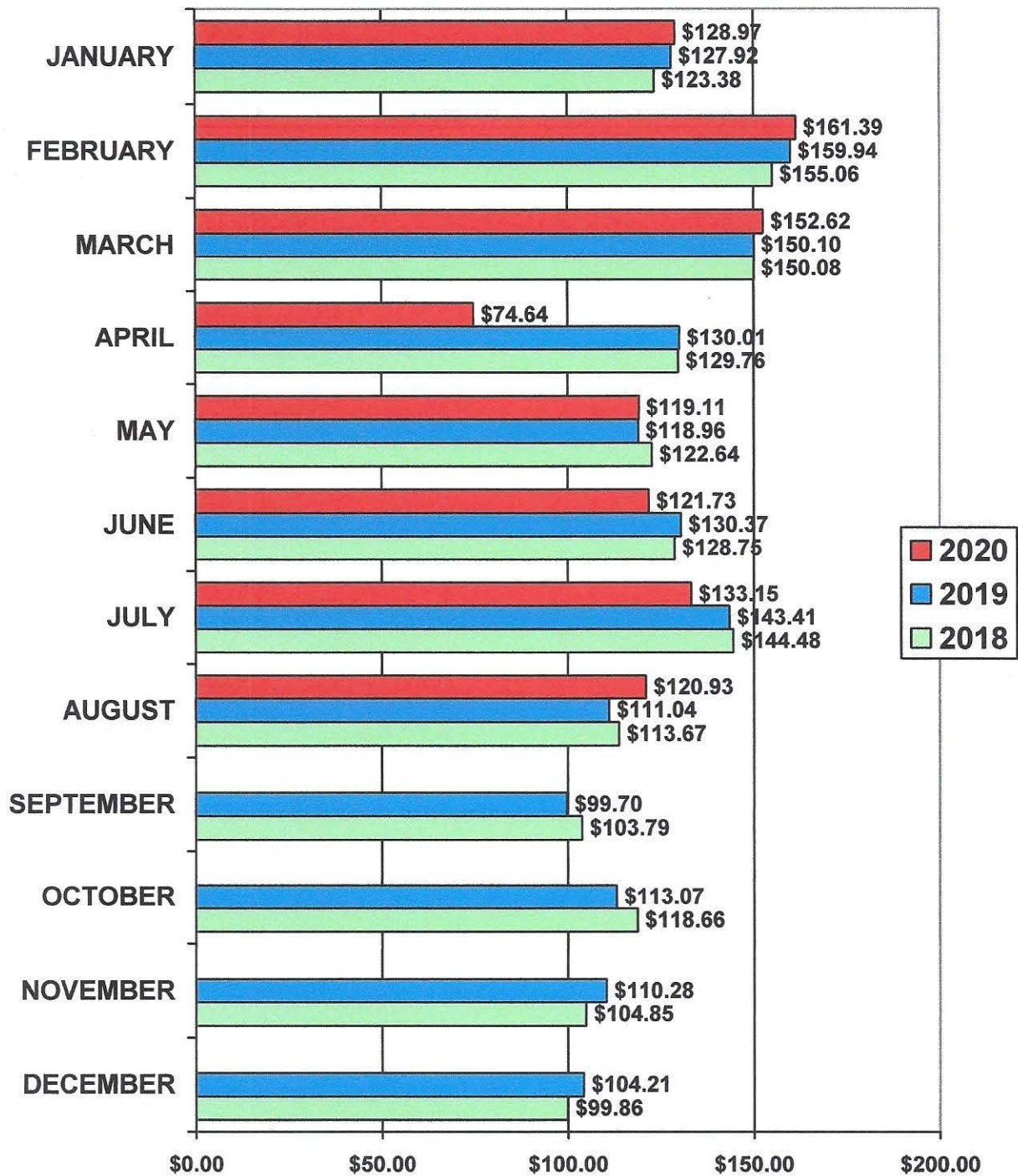


2020 YTD AVG. 50%
2019 YTD AVG. 71%
2018 YTD AVG. 72%

AUGUST 2020 HIGH 76%
AUGUST 2020 LOW 17%



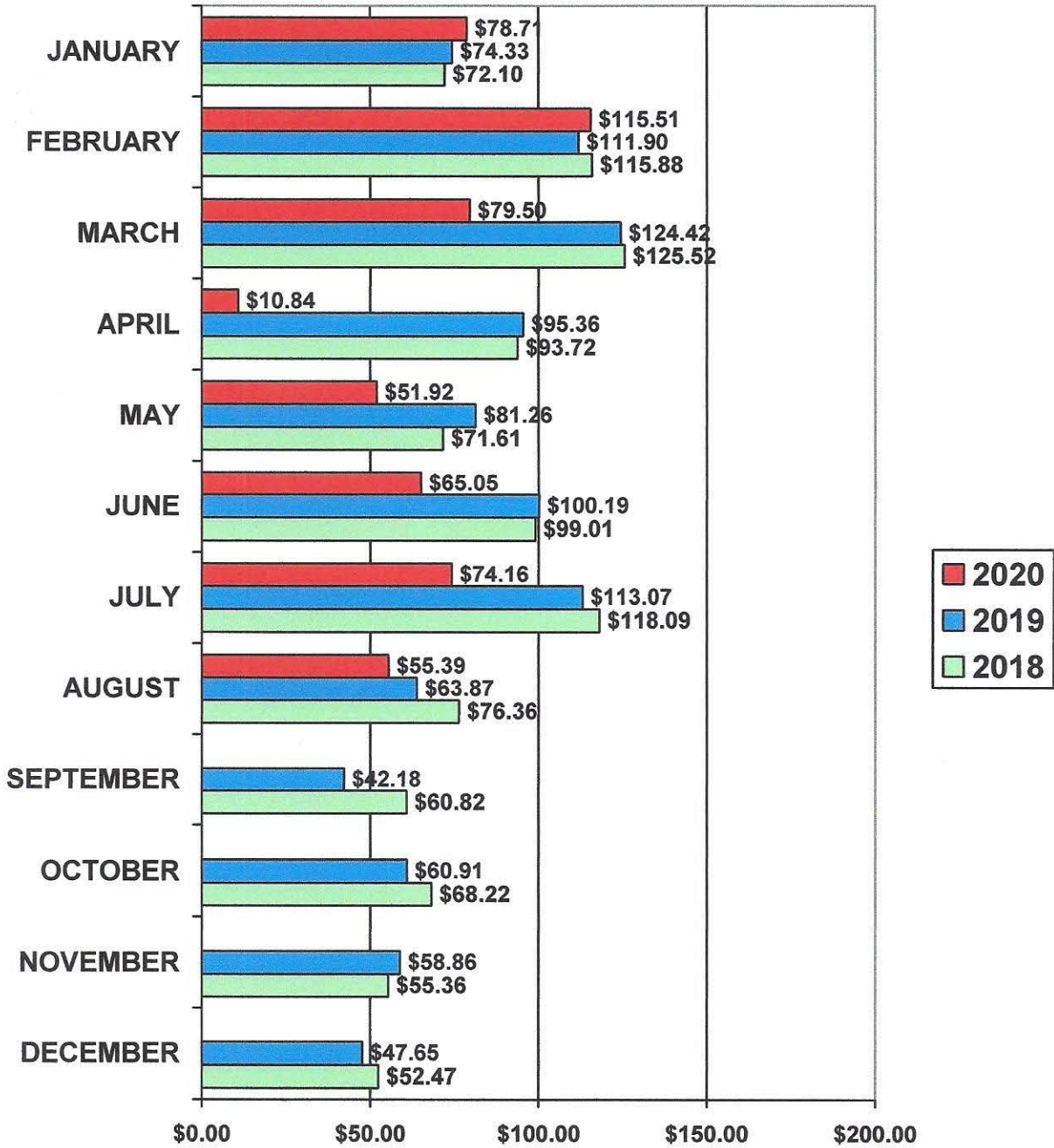
HALIFAX AREA HOTEL/MOTEL AVERAGE DAILY RATE 2018 - 2020



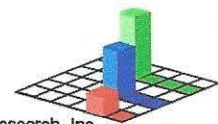
2020 YTD AVG. \$133.59 AUGUST 2020 HIGH \$ 193.60
 2019 YTD AVG. \$135.27 AUGUST 2020 LOW \$ 69.85
 2018 YTD AVG. \$134.88



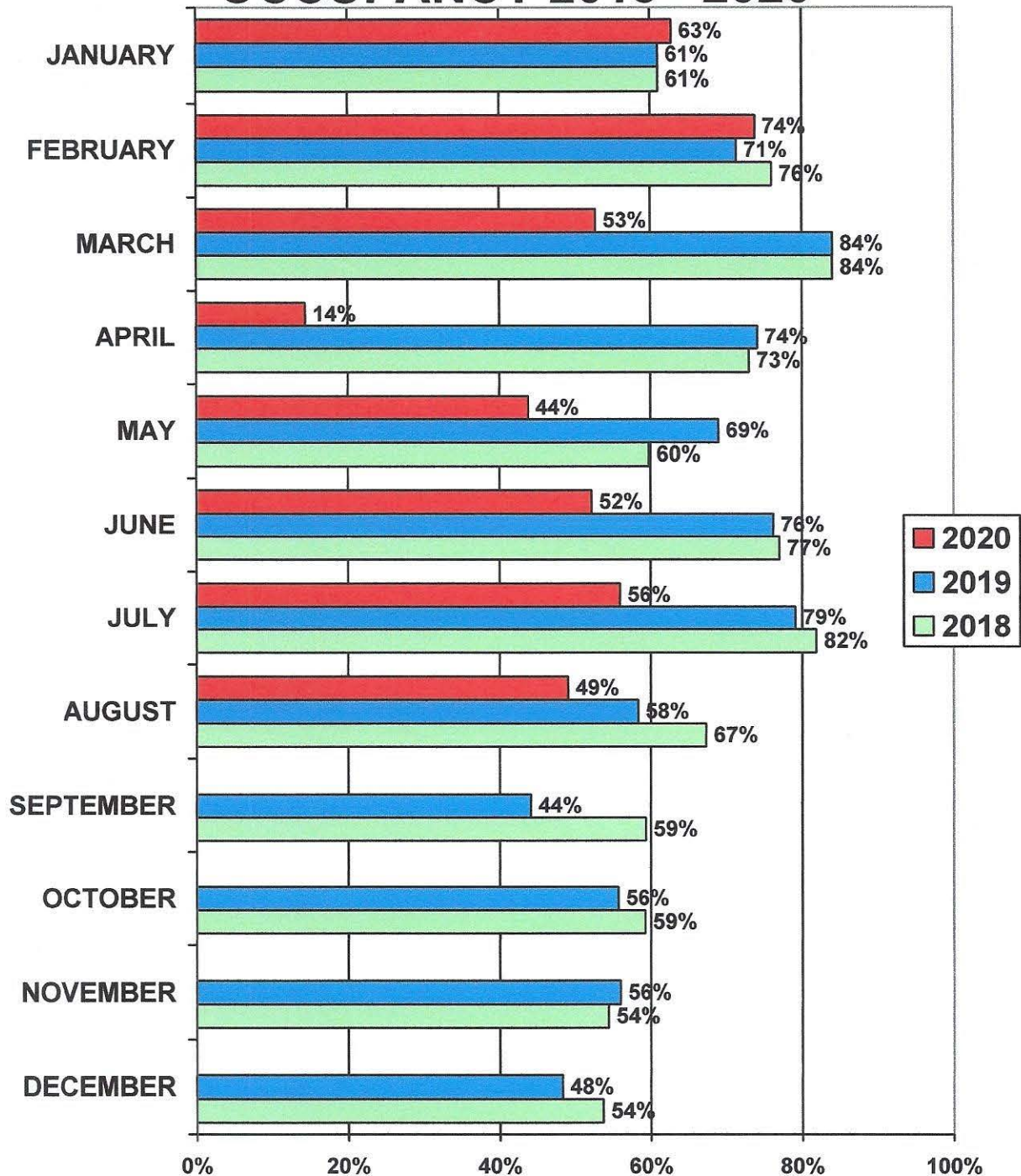
HALIFAX AREA HOTEL/MOTEL REV PAR BY MONTH 2018 - 2020



2020 YTD AVG. \$ 67.58
 2019 YTD AVG. \$ 95.87
 2018 YTD AVG. \$ 96.78



VOLUSIA HOTEL/MOTEL OCCUPANCY 2018 - 2020

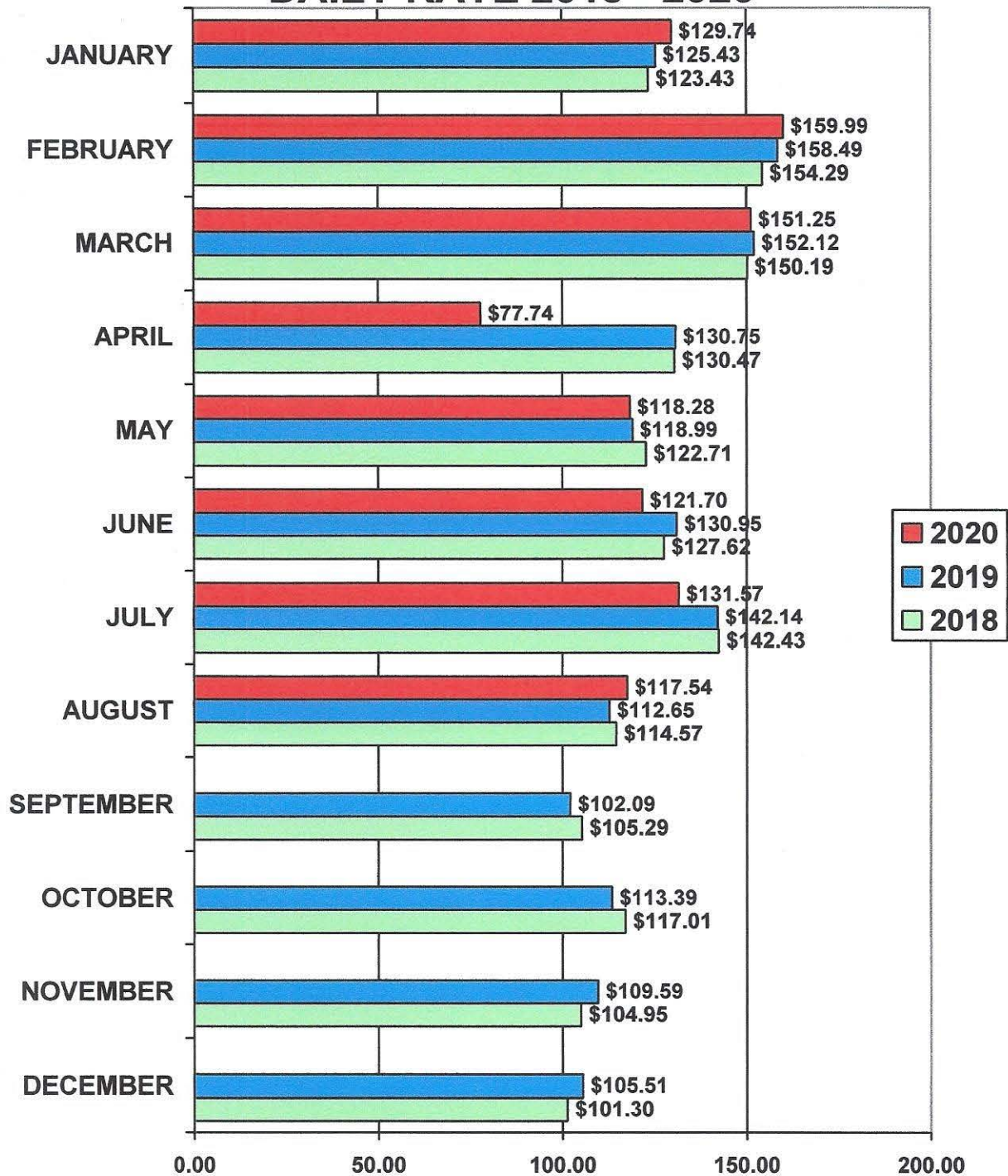


2020 YTD AVG. 51%
2019 YTD AVG. 71%
2018 YTD AVG. 73%

2020 AUGUST HIGH 94%
2020 AUGUST LOW 17%



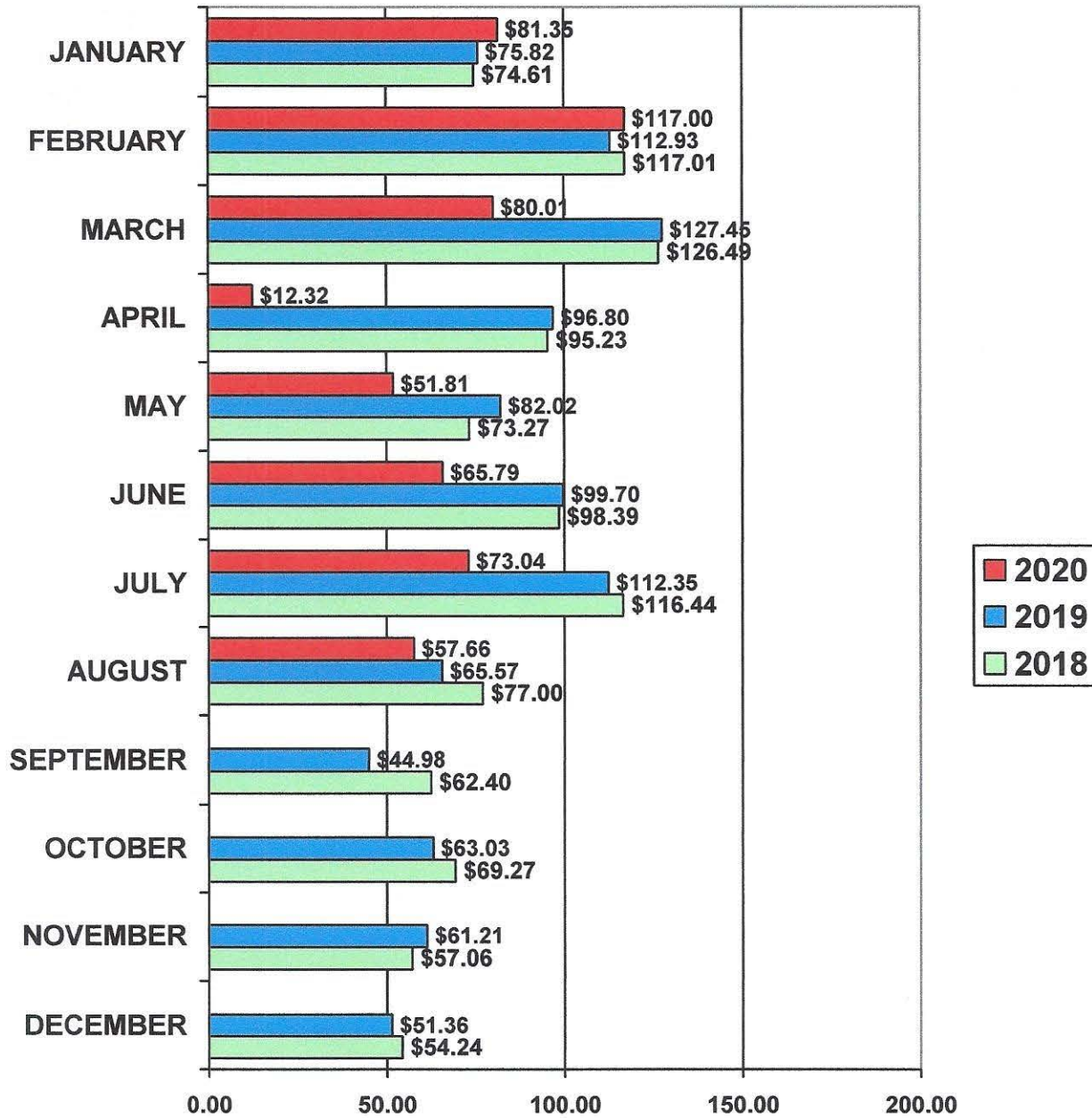
VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2018 - 2020



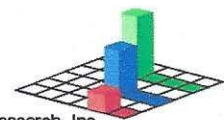
2020 YTD AVG. \$132.25 AUGUST 2020 HIGH \$ 193.60
 2019 YTD AVG. \$135.05 AUGUST 2020 LOW \$ 69.85
 2018 YTD AVG. \$134.47



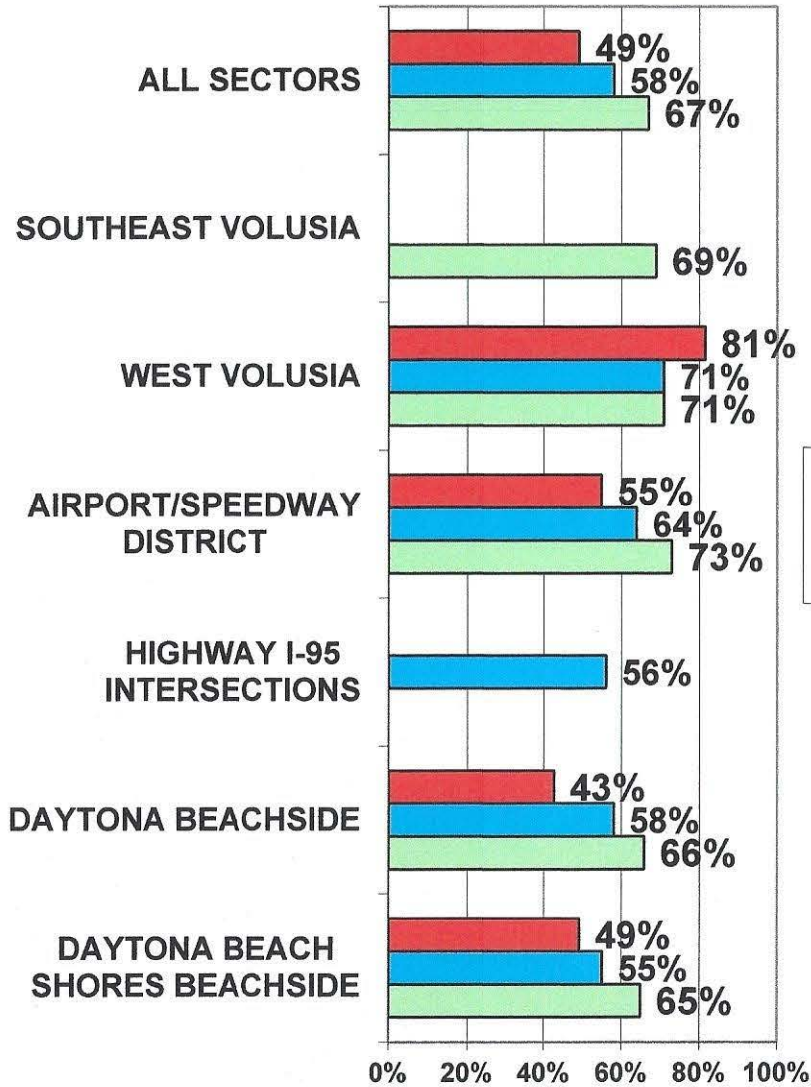
VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2018 - 2020



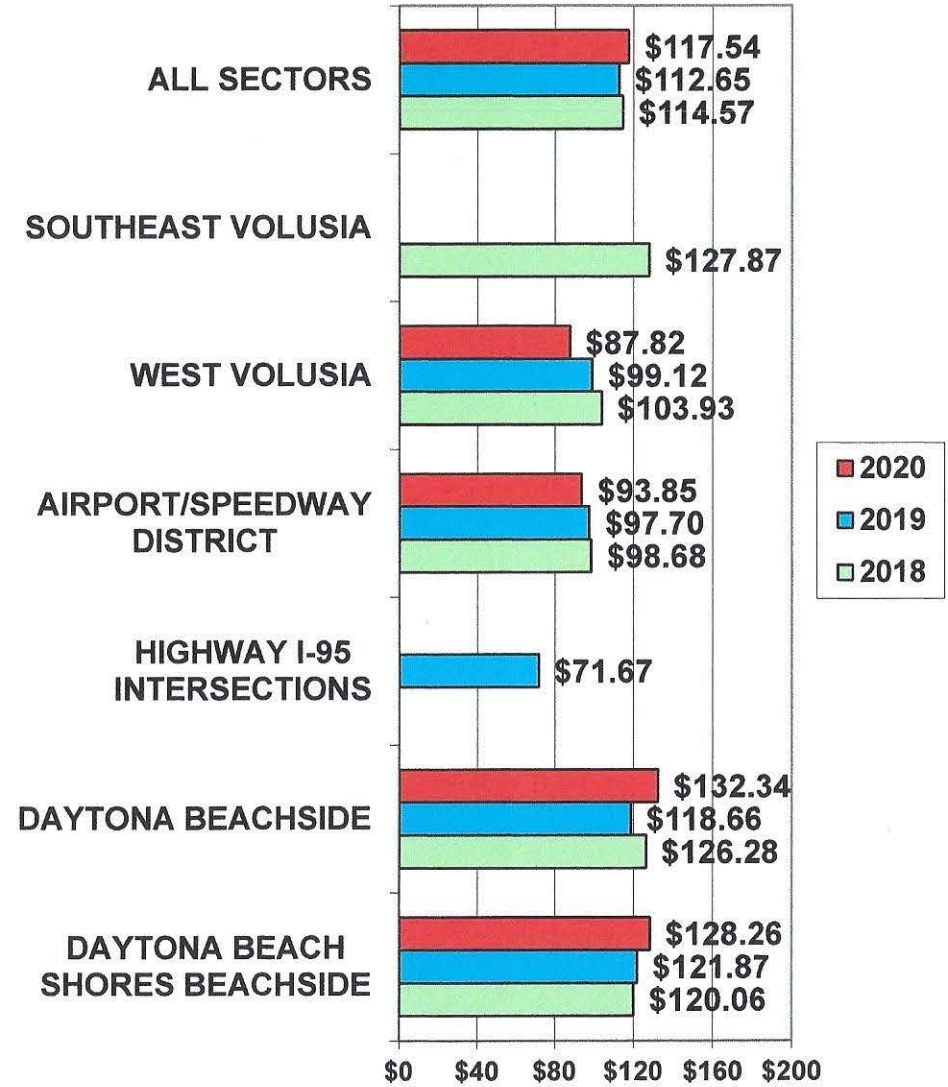
2020 YTD AVG. \$ 68.41
 2019 YTD AVG. \$ 96.64
 2018 YTD AVG. \$ 97.46



VOLUSIA OCCUPANCY BY AREA SECTORS - AUGUST 2018 - 2020



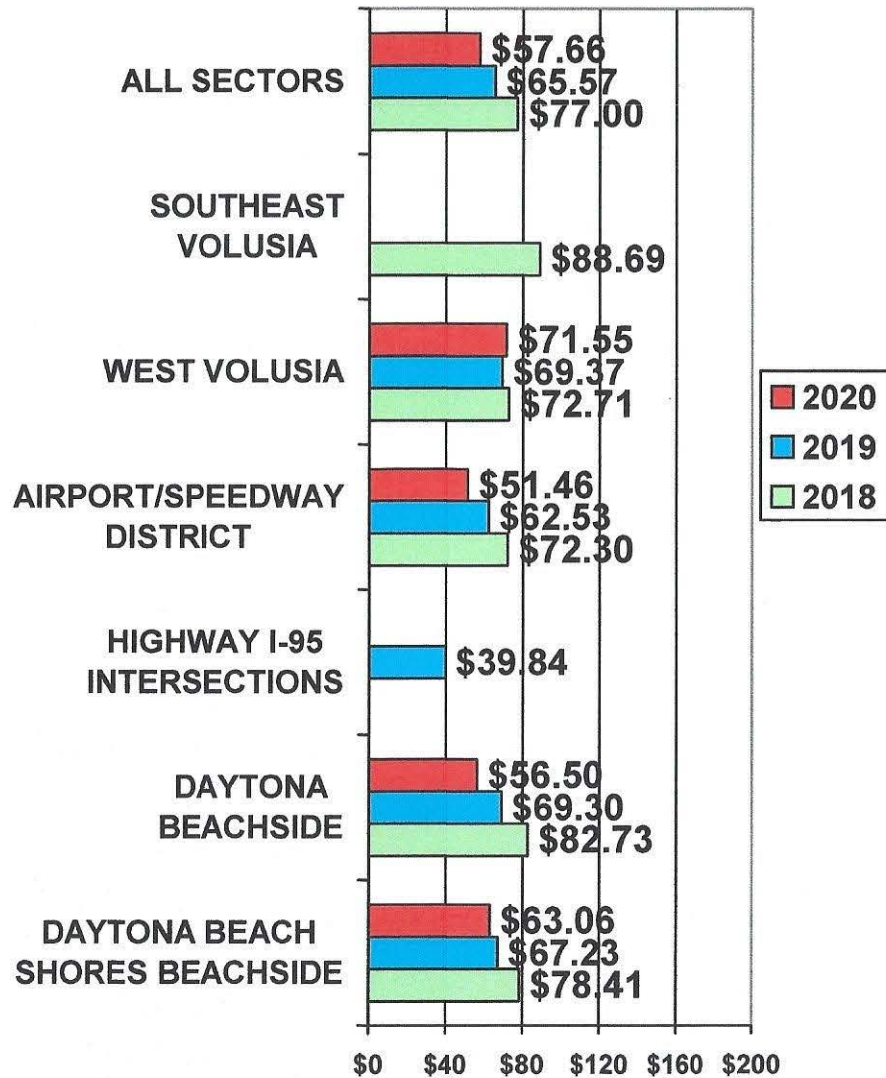
VOLUSIA AVERAGE DAILY RATE BY AREA SECTORS - AUGUST 2018 - 2020



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

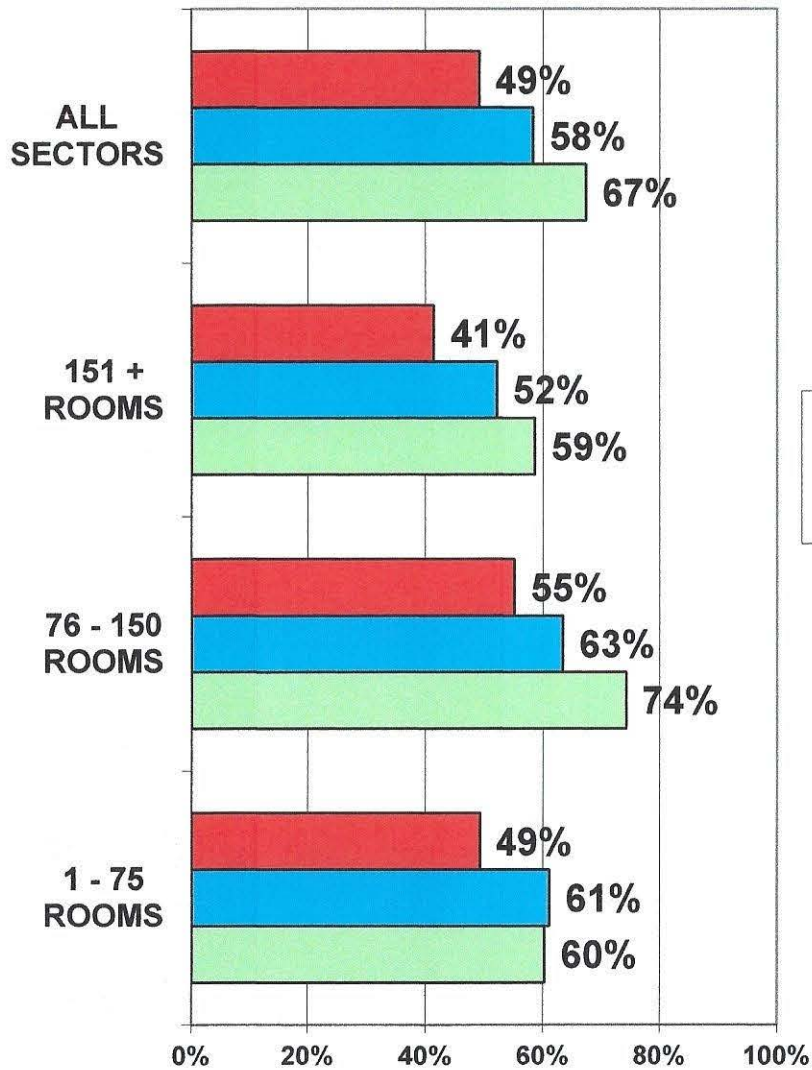


VOLUSIA AVERAGE DAILY RATE BY AREA SECTORS - AUGUST 2018 - 2020

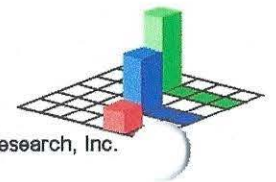
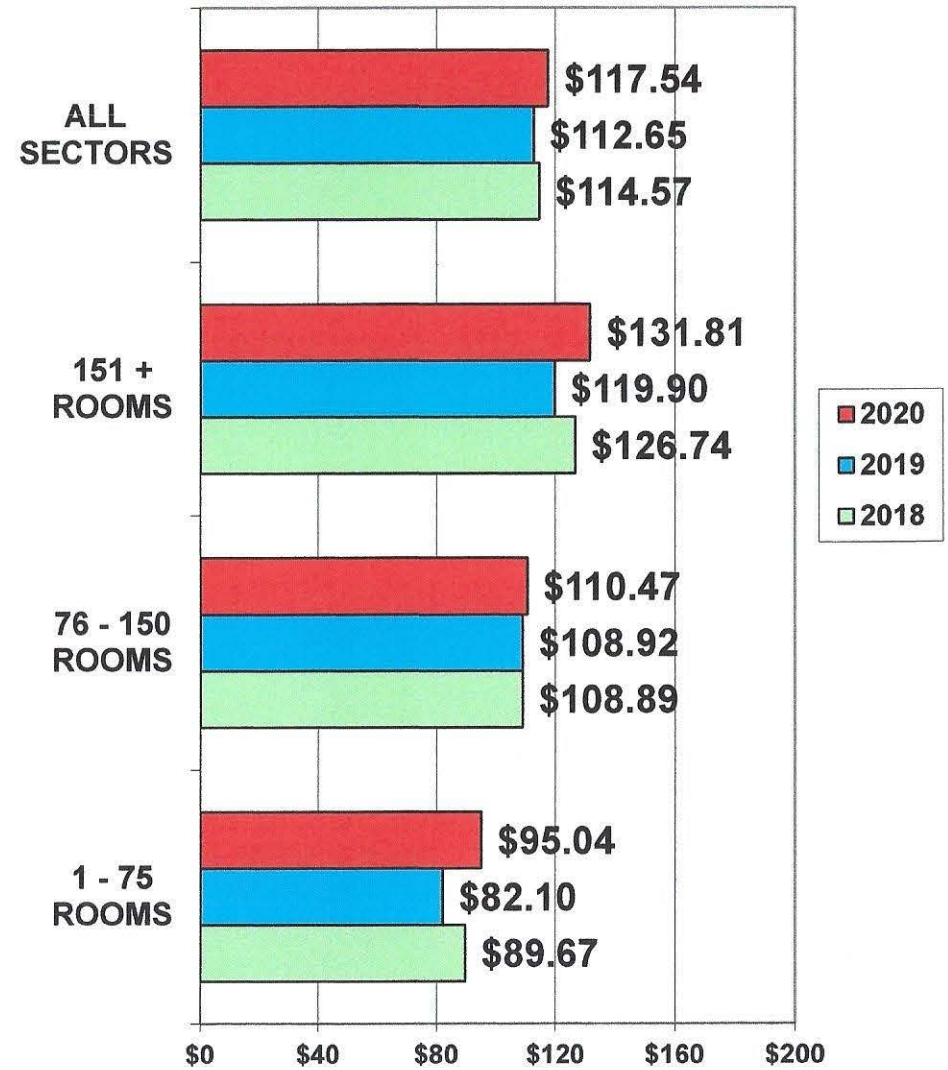


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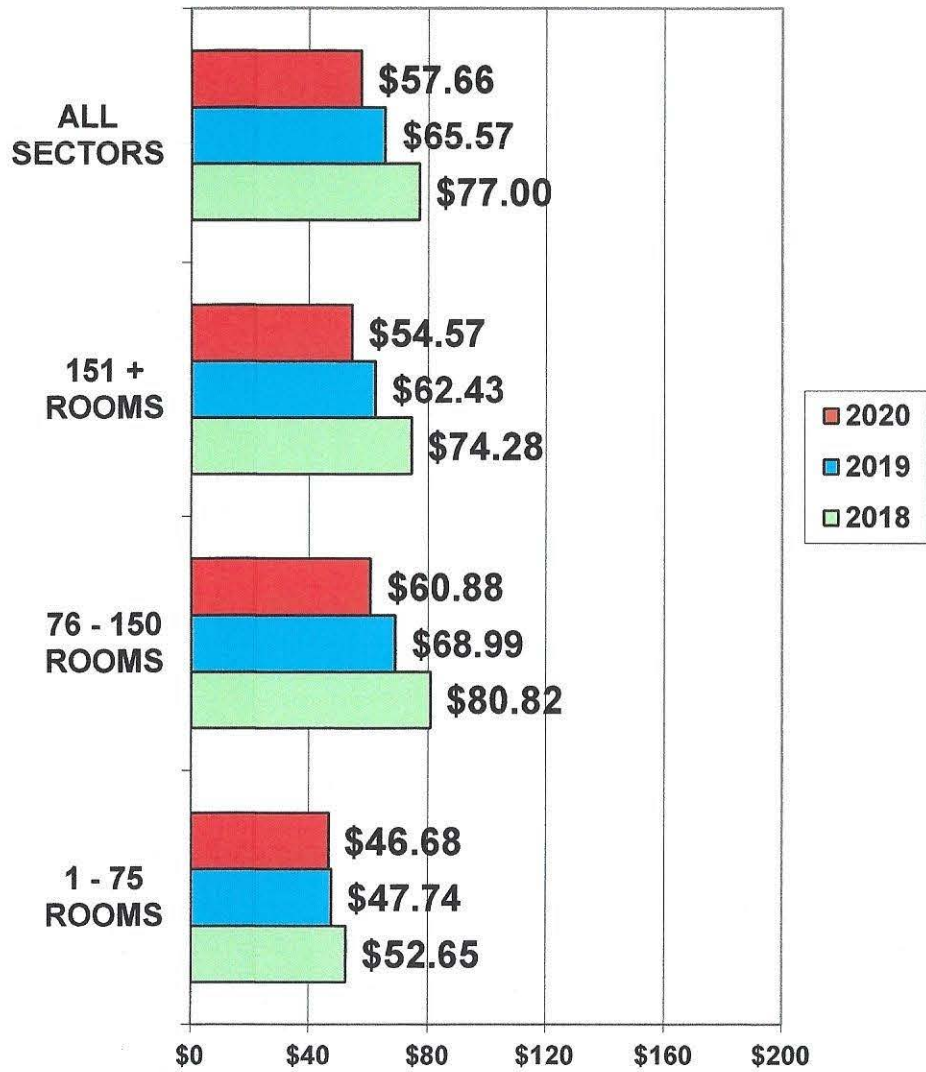
**VOLUSIA OCCUPANCY BY
PROPERTY SIZE -
AUGUST 2018 - 2020**



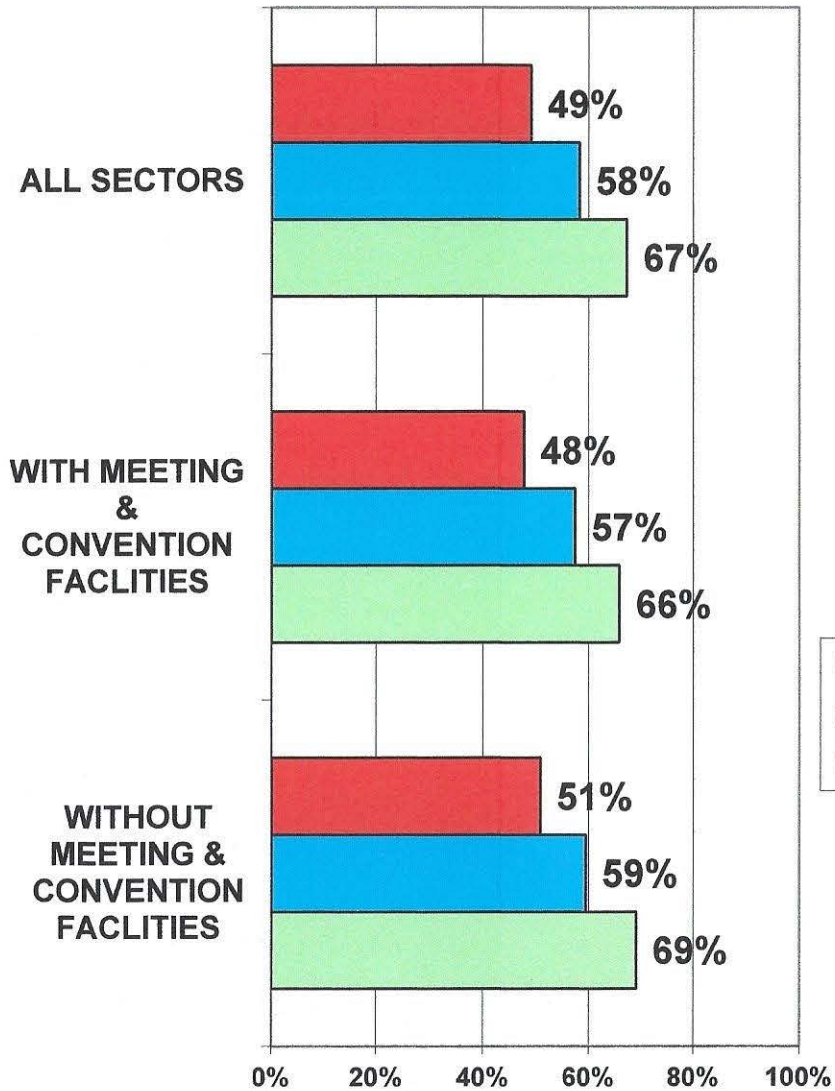
**VOLUSIA AVERAGE DAILY RATE BY
PROPERTY SIZE -
AUGUST 2018 - 2020**



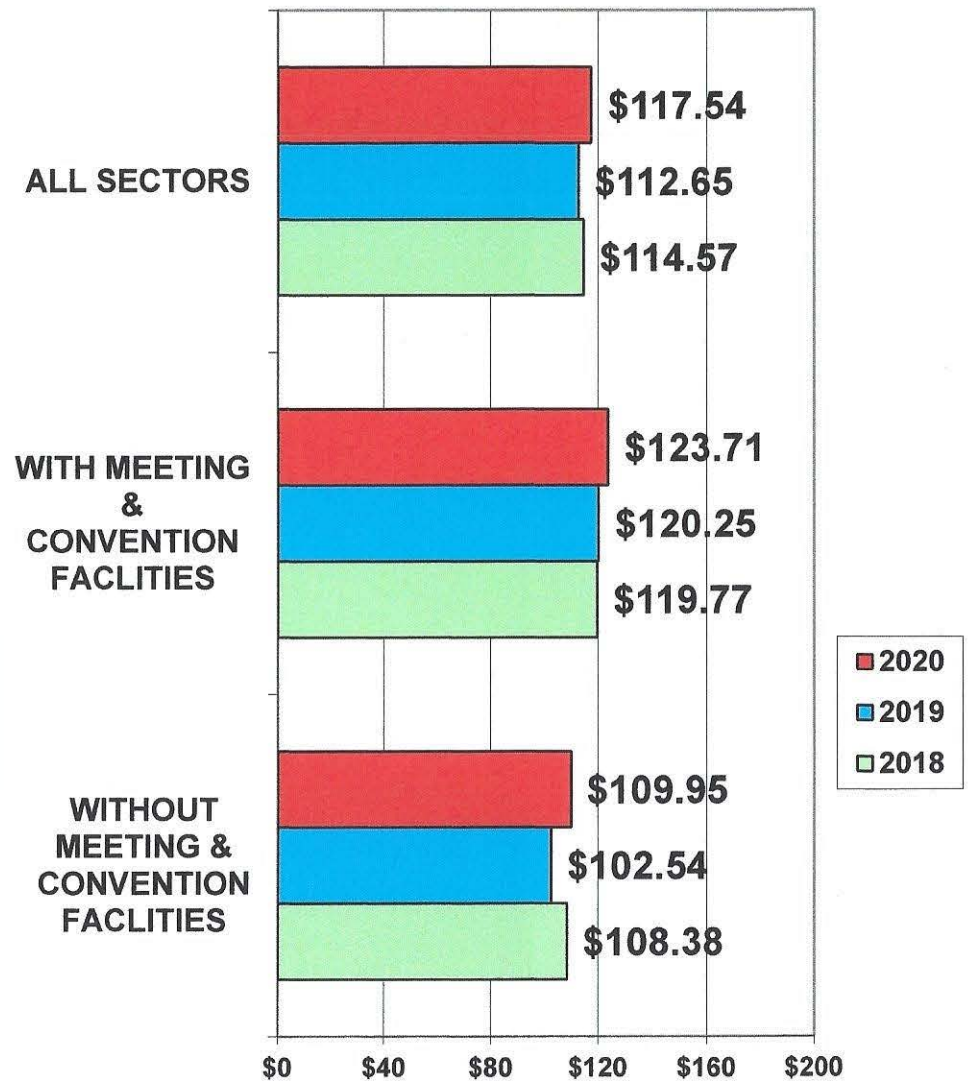
VOLUSIA REV PAR BY PROPERTY SIZE - AUGUST 2018 - 2020



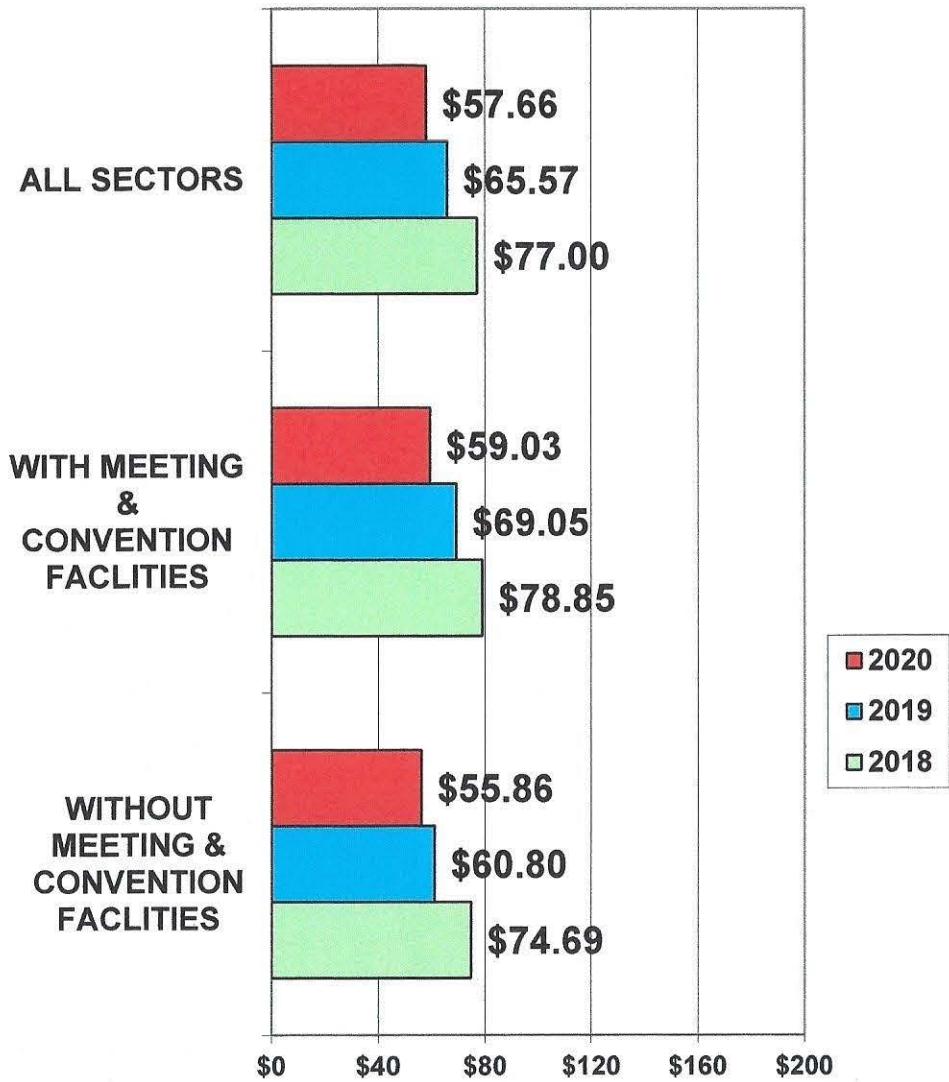
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - AUGUST 2018 - 2020



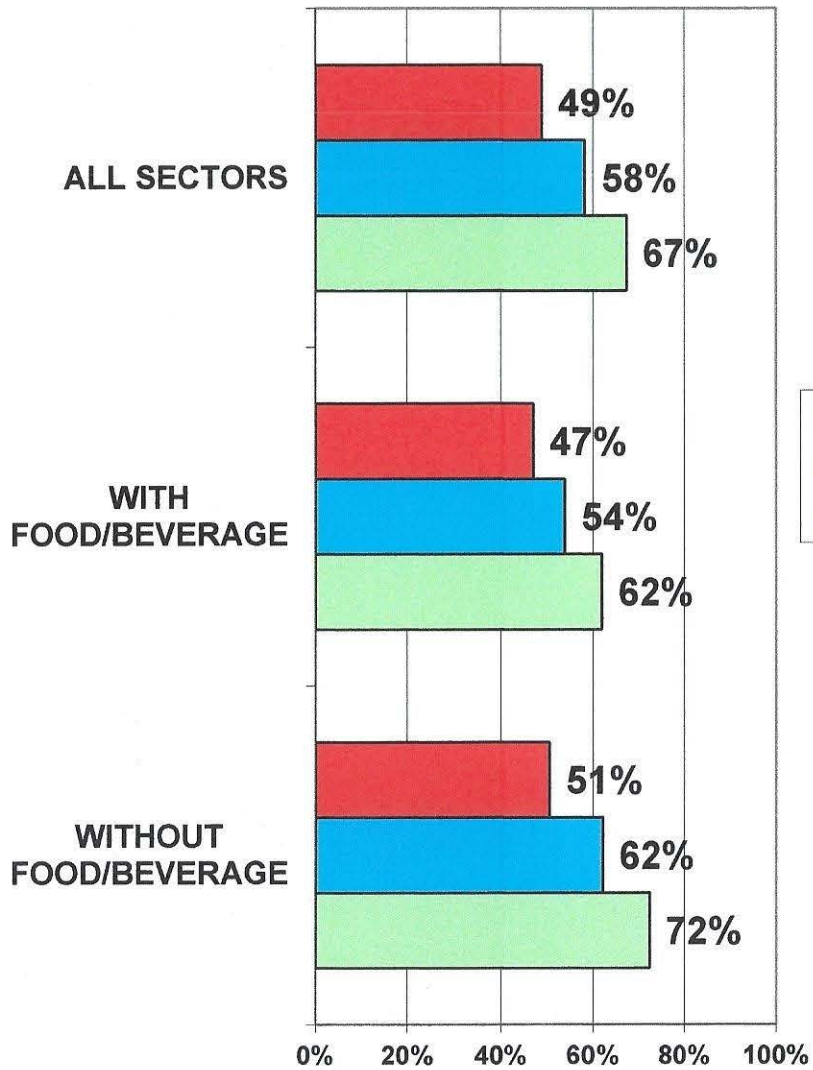
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - AUGUST 2018 - 2020



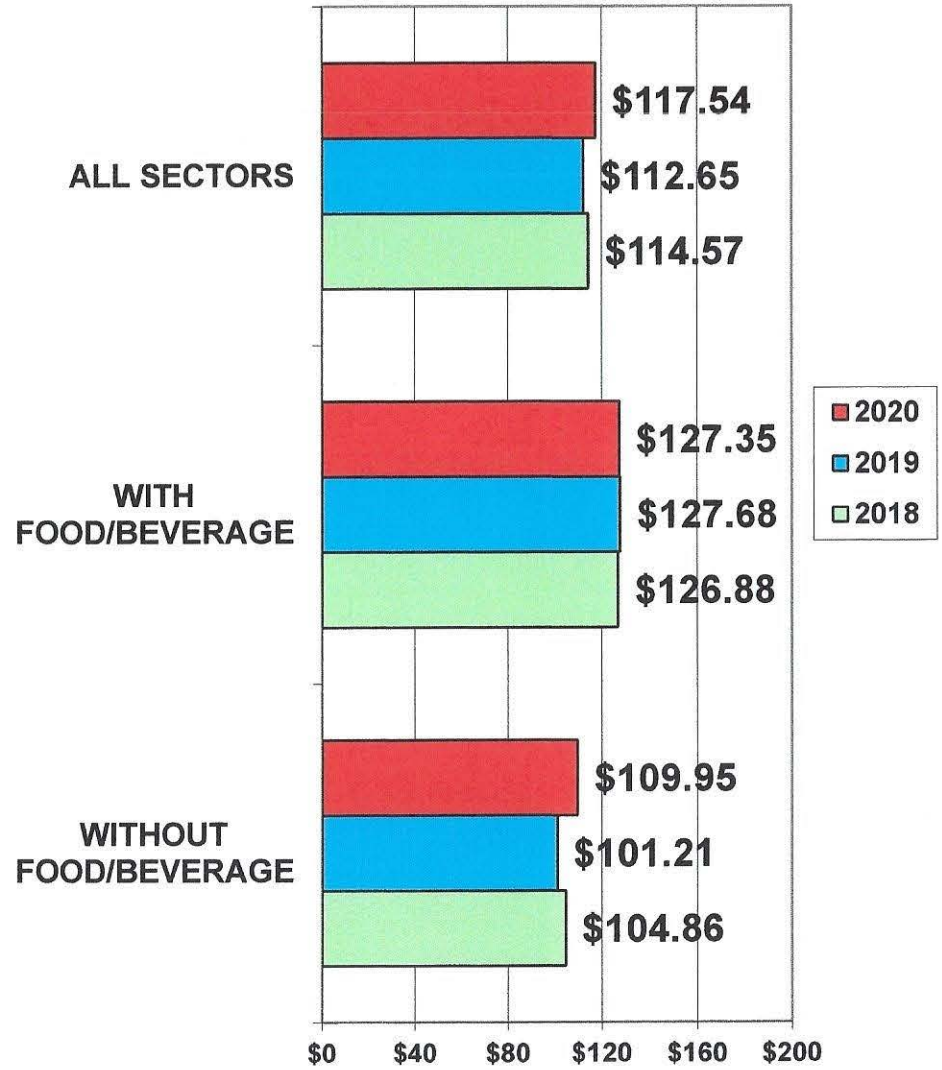
**VOLUSIA REV PAR
BY MEETING & CONVENTION
FACILITIES - AUGUST 2018 - 2020**



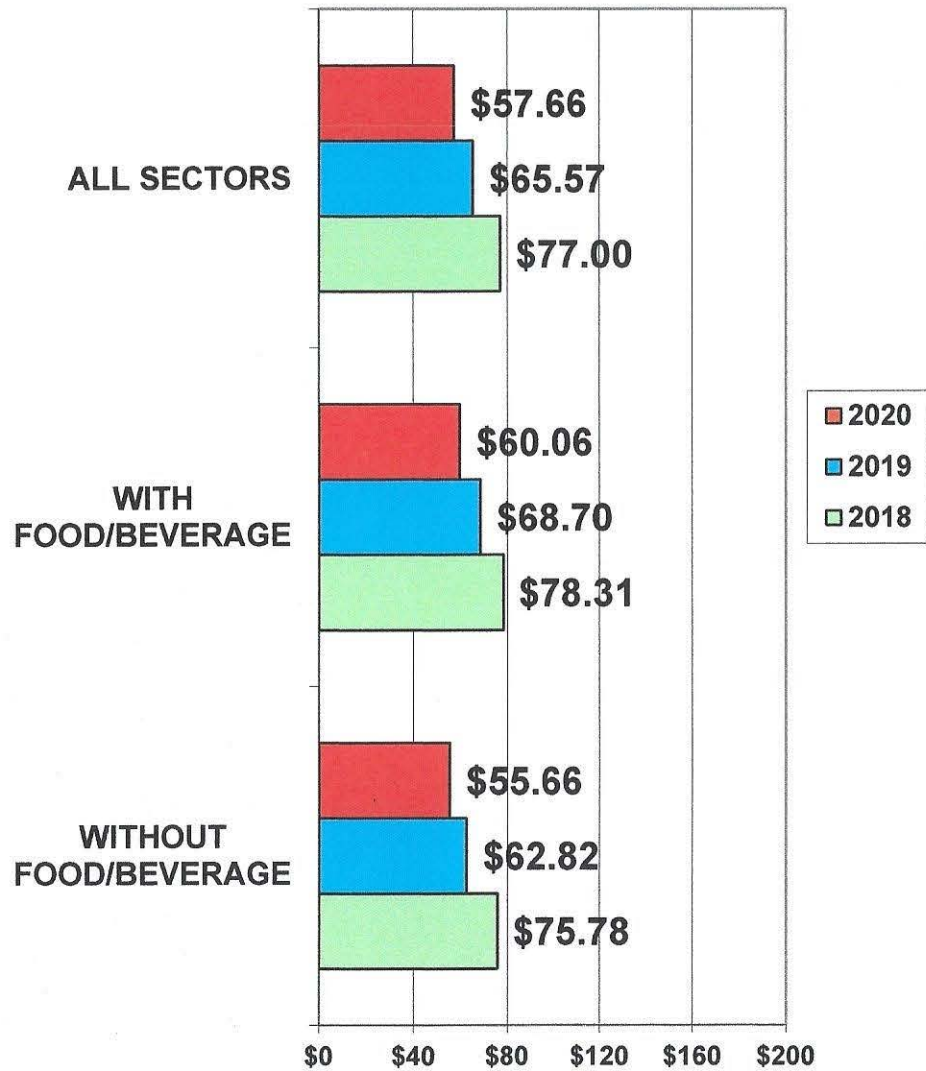
**VOLUSIA OCCUPANCY BY
FOOD/BEVERAGE -
AUGUST 2018 - 2020**



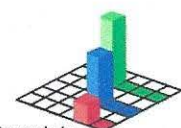
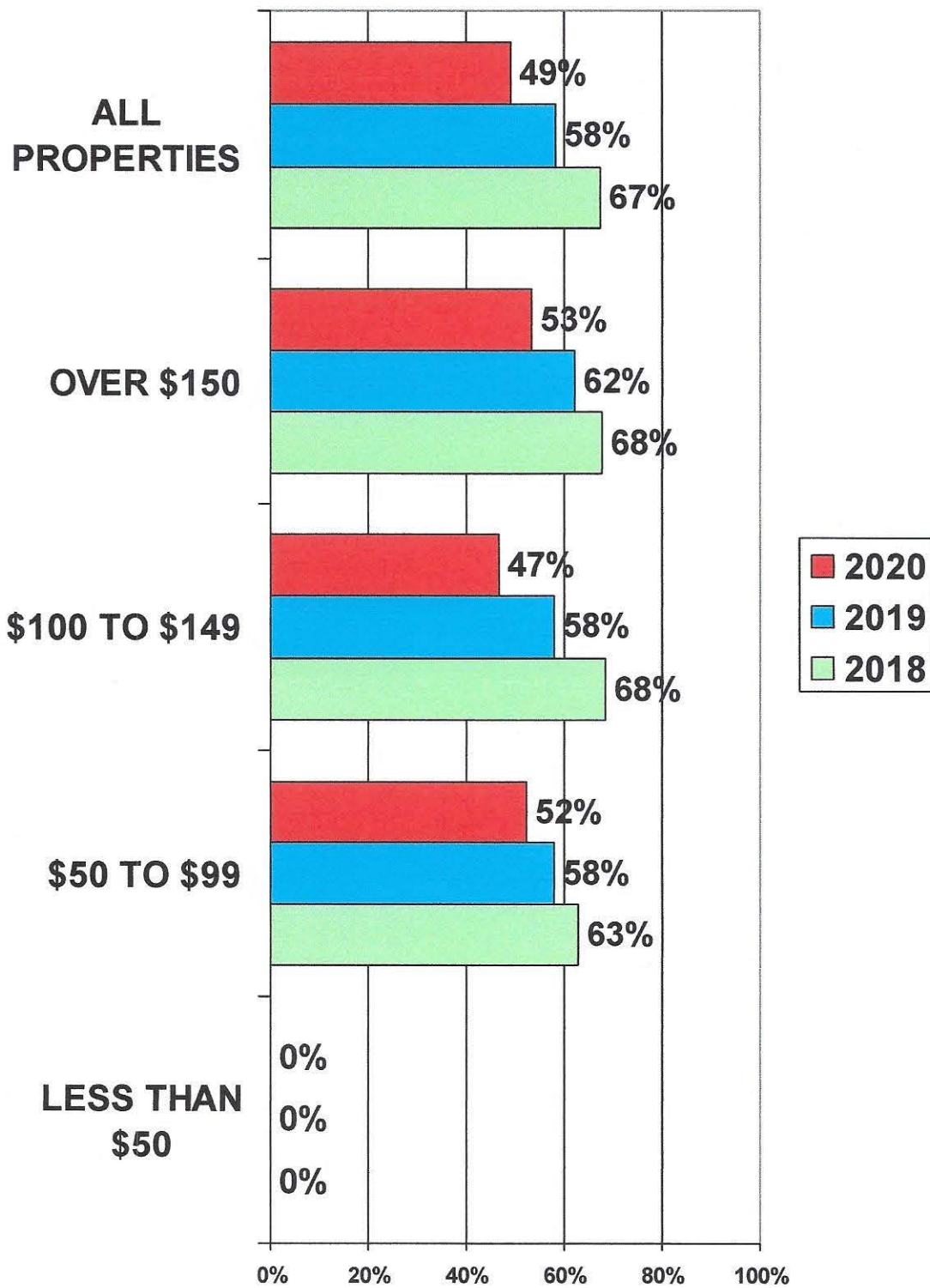
**VOLUSIA AVERAGE DAILY RATE BY
FOOD/BEVERAGE
AUGUST 2018 - 2020**



VOLUSIA REV PAR BY FOOD/BEVERAGE AUGUST 2018 - 2020



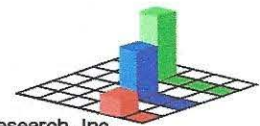
VOLUSIA HOTEL/MOTEL OCCUPANCY BY PRICE RANGE - AUGUST 2018 - 2020



**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>
DAYTONA BEACH SHORES BEACHSIDE													
BAHAMA HOUSE	95	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				
HAMPTON DAYTONA SHORES OCEANFRONT	111	X	X	X	CL	X	X	X	X				
HOLIDAY INN EXPRESS AND SUITES OCEANFRONT	100	X		X	CL	X	X	X	X				
HYATT PLACE	143	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				
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	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 PLUS DAYTONA INN SEABREEZE	96	X	X	X	X	X	X	X	X				
DAYTONA BEACH REGENCY	98	X	X	X	X	X	X	X	X				
DAYTONA BEACH RESORT	303	X											
HARD ROCK HOTEL	200	X	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	X	X	X	X	X				
HOLIDAY INN & SUITES DAYTONA BEACH 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				
NAUTILUS INN	90	X	X	X	CL	X	X	X	X				
OCEAN BREEZE CLUB HOTEL	206	X		X	CL	X	X	X	X				
PLAZA RESORT & SPA	322	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**

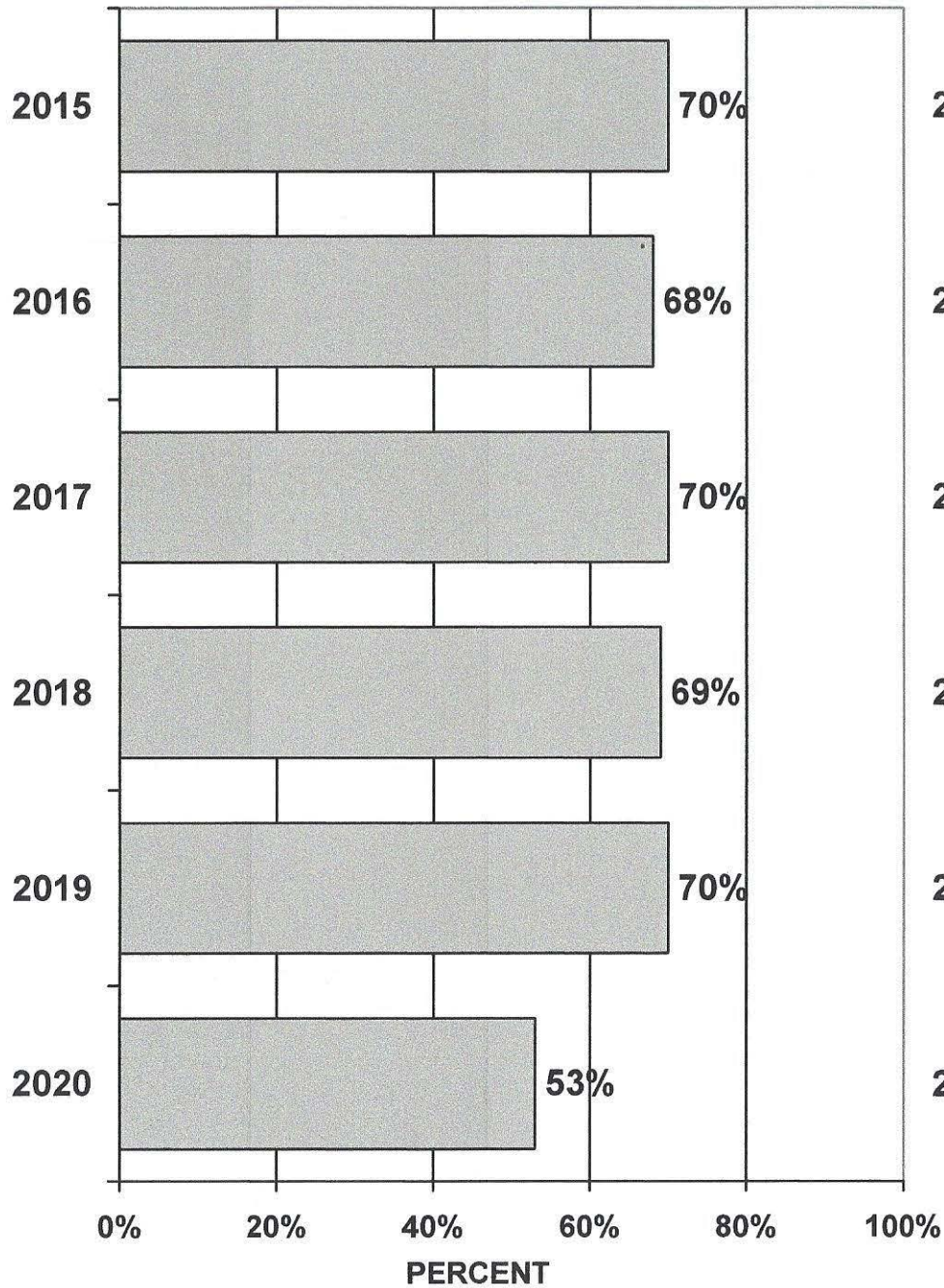
MONTHS REPORTING 2020

	<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				
CHATEAU MAR BEACH RESORT	51		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				
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	CL	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	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				
HILTON GARDEN INN D B AIRPORT	115	X	X	X	CL	X	X	X	X				
HOMWOOD SUITES	94	X	X	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	14	X	X	X	CL	X	X	X	X				
COMFORT INN DELAND	68	X	X	X	X	X	X	X	X				
COURTYARD DELAND	104	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				
HAMPTON INN DELAND	94	X	X	X	X	X	X	X	X				
HOLIDAY IN EXPRESS ORANGE CITY	114	X	X	X	X	X	X	X	X				
HONTOON LANDING	18	X	X	X	CL	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				
HAMPTON INN	122	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				
SPRINGHILL SUITES	114	X	X	X	X	X	X	X	X				

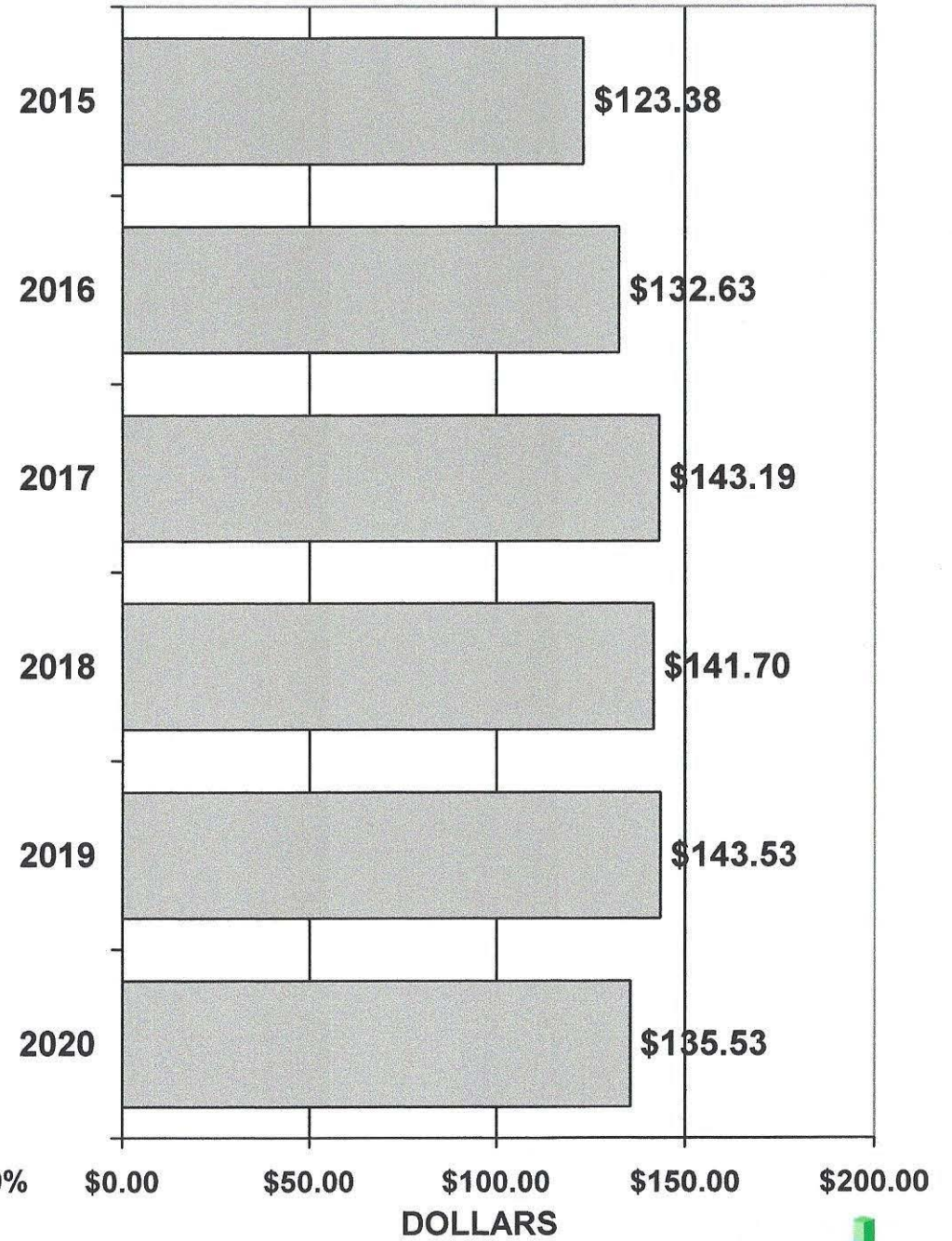
*Country Inn & Suites is listed in Area Sectors Highway I-95 Intersections and SE Volusia
CL - Closed for the month



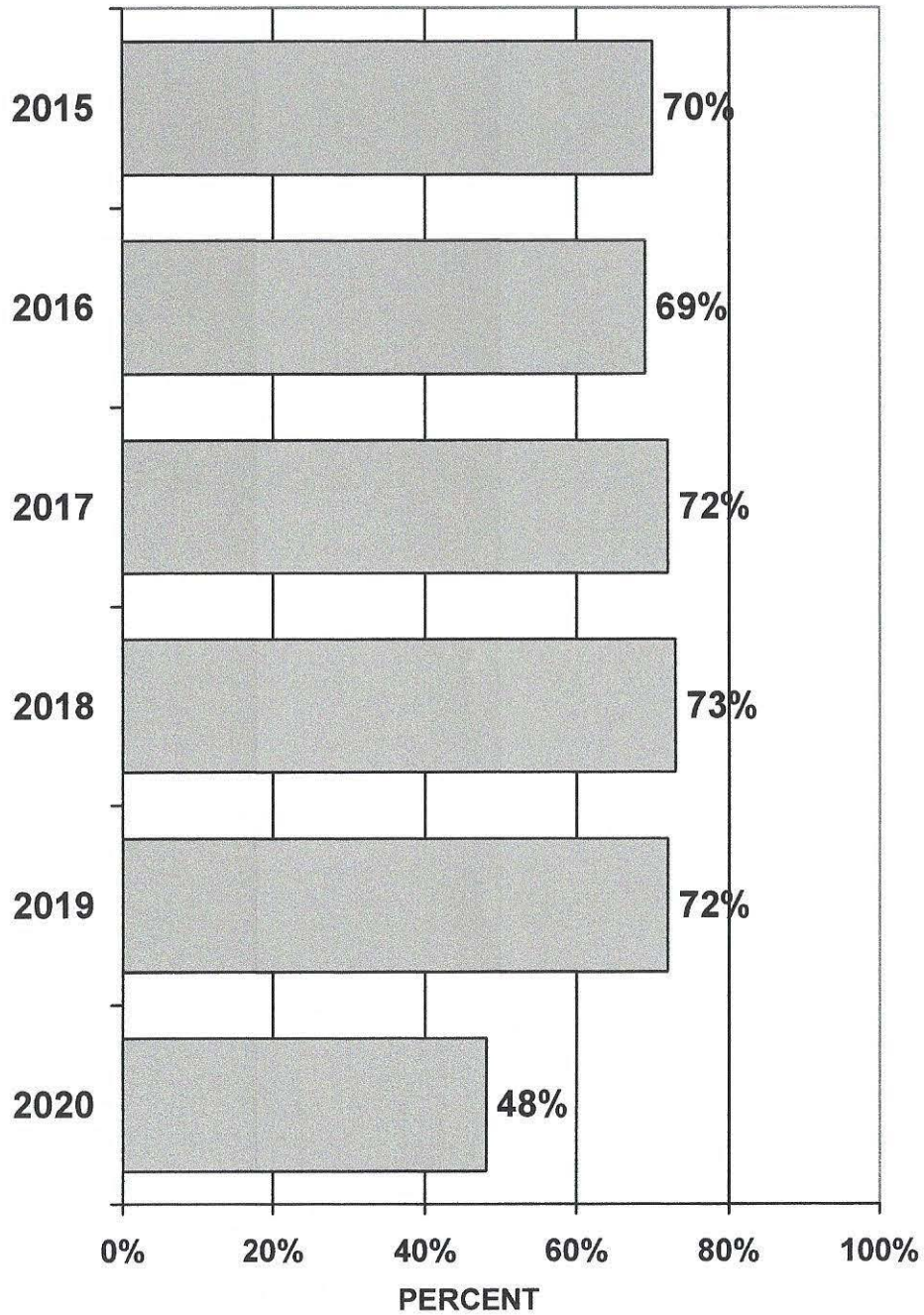
**DAYTONA BEACH SHORES
OCCUPANCY YEAR TO DATE
AUGUST 2015 - 2020**



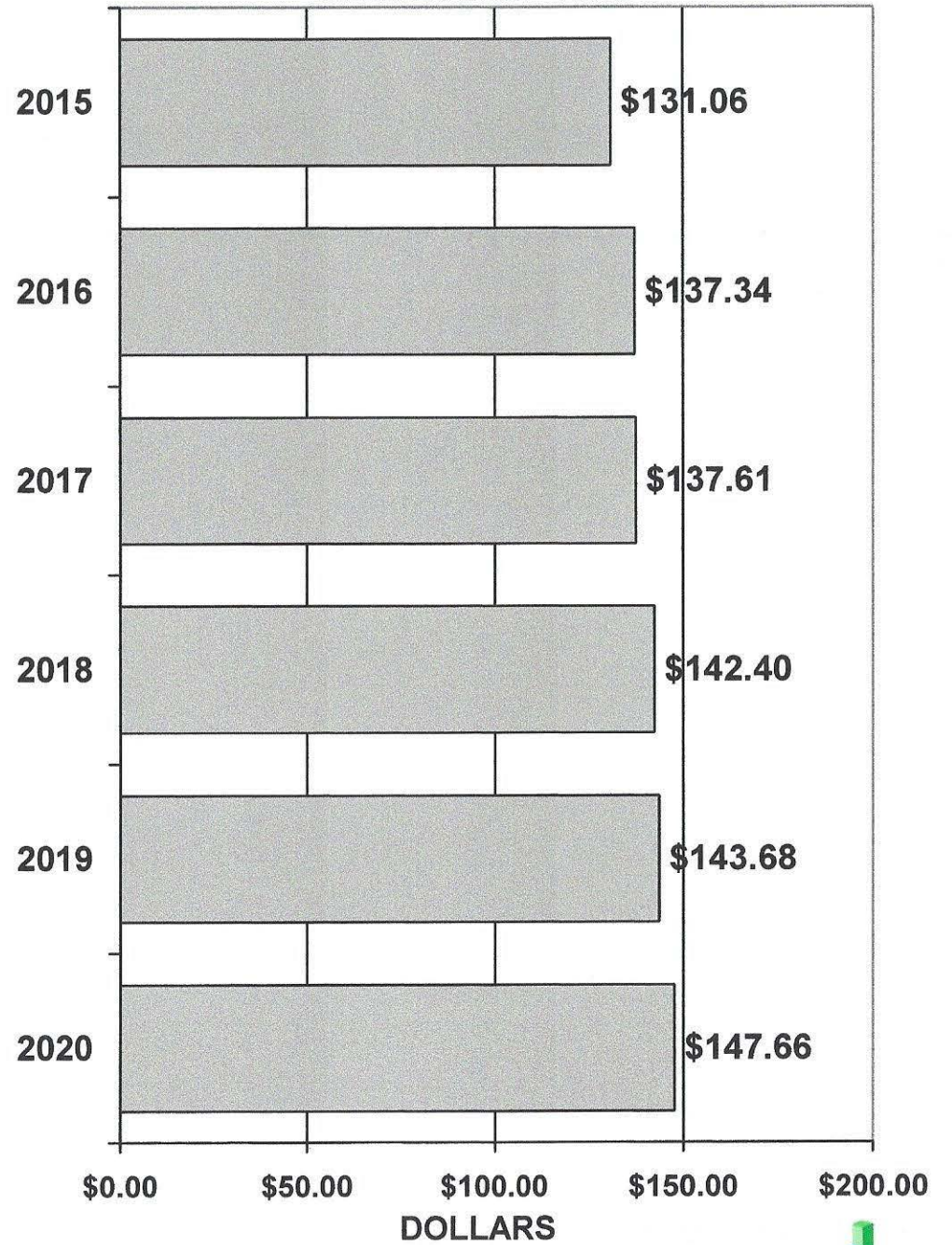
**DAYTONA BEACH SHORES
AVERAGE DAILY RATE YEAR TO DATE
AUGUST 2015 - 2020**



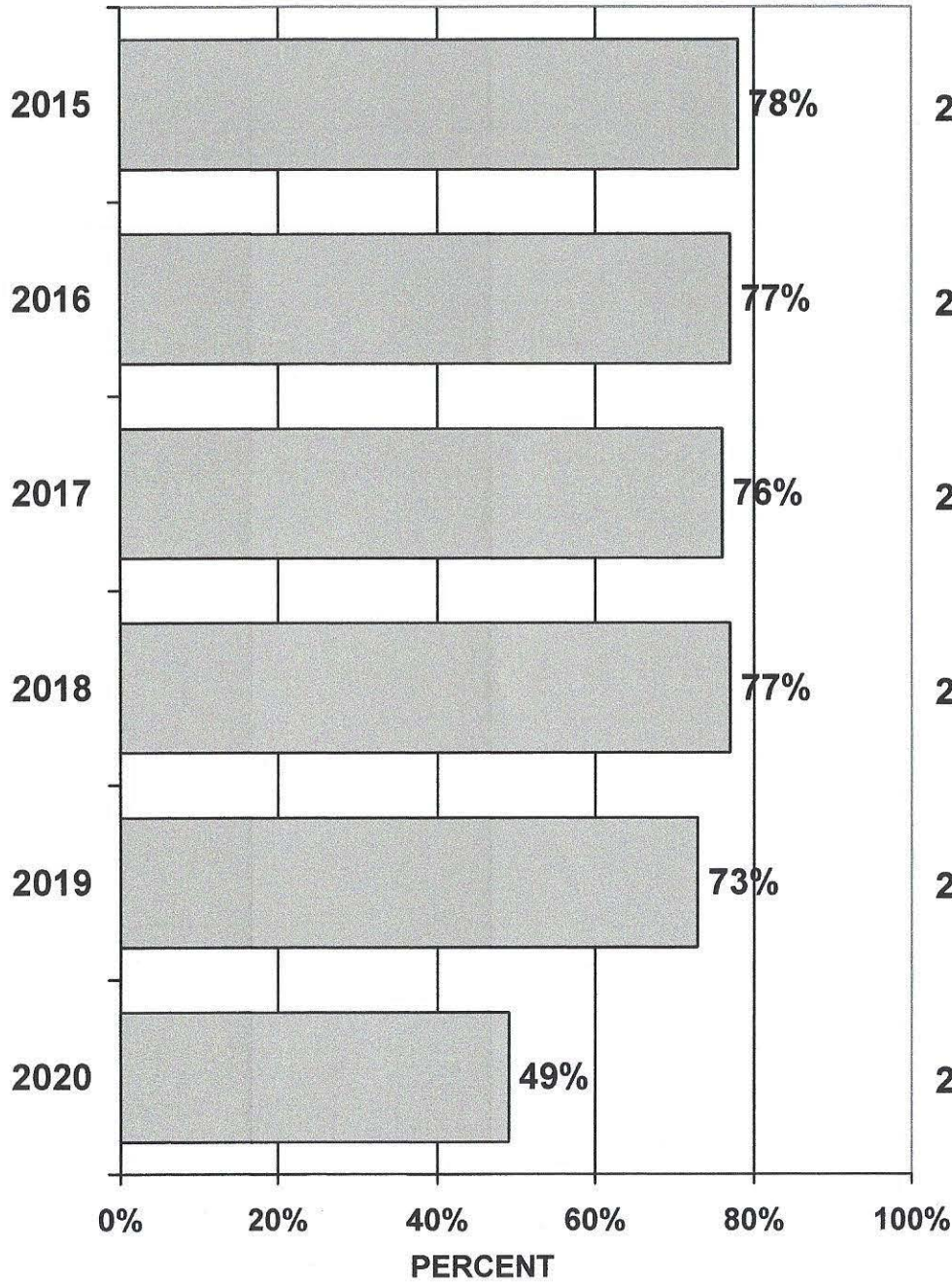
**BEACHSIDE DAYTONA BEACH
OCCUPANCY YEAR TO DATE
AUGUST 2015 - 2020**



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



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



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

