

Memo

To: HAAA
From: Evelyn Fine
Date: February 4, 2019
Subject: December 2018 Occupancy & Average Daily Rate Report

Overall Daytona Beach Area Occupancy was about the same, at 53% in December 2018 and 53% in December 2017.

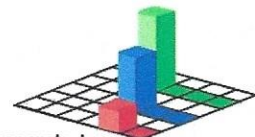
The Daytona Beach Area Average Daily Rate increased about 3%, to \$99.86 in December 2018 from \$97.14 in December 2017.

The Daytona Beach Area Revenue per Available Room increased about 2%, to \$52.47 in December 2018 from \$51.25 in December 2017.

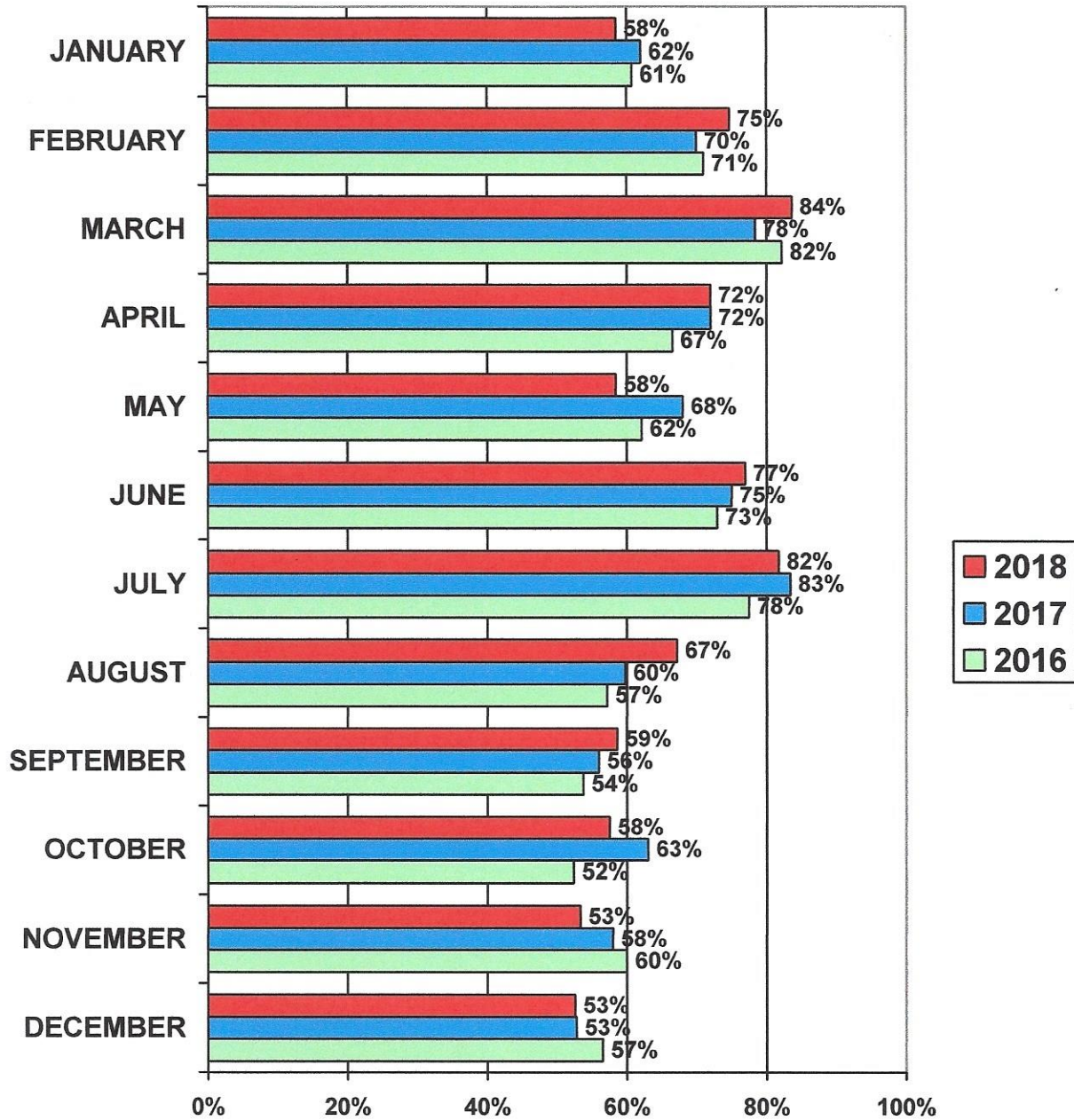
The NAIA National Championship Football Game was held at Daytona Stadium during mid-December.

Several hotels were still not operating at 100% and a number were undergoing partial or complete renovation.

EF/LK

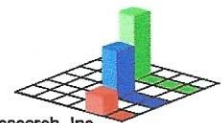


HALIFAX AREA HOTEL/MOTEL OCCUPANCY 2016 - 2018

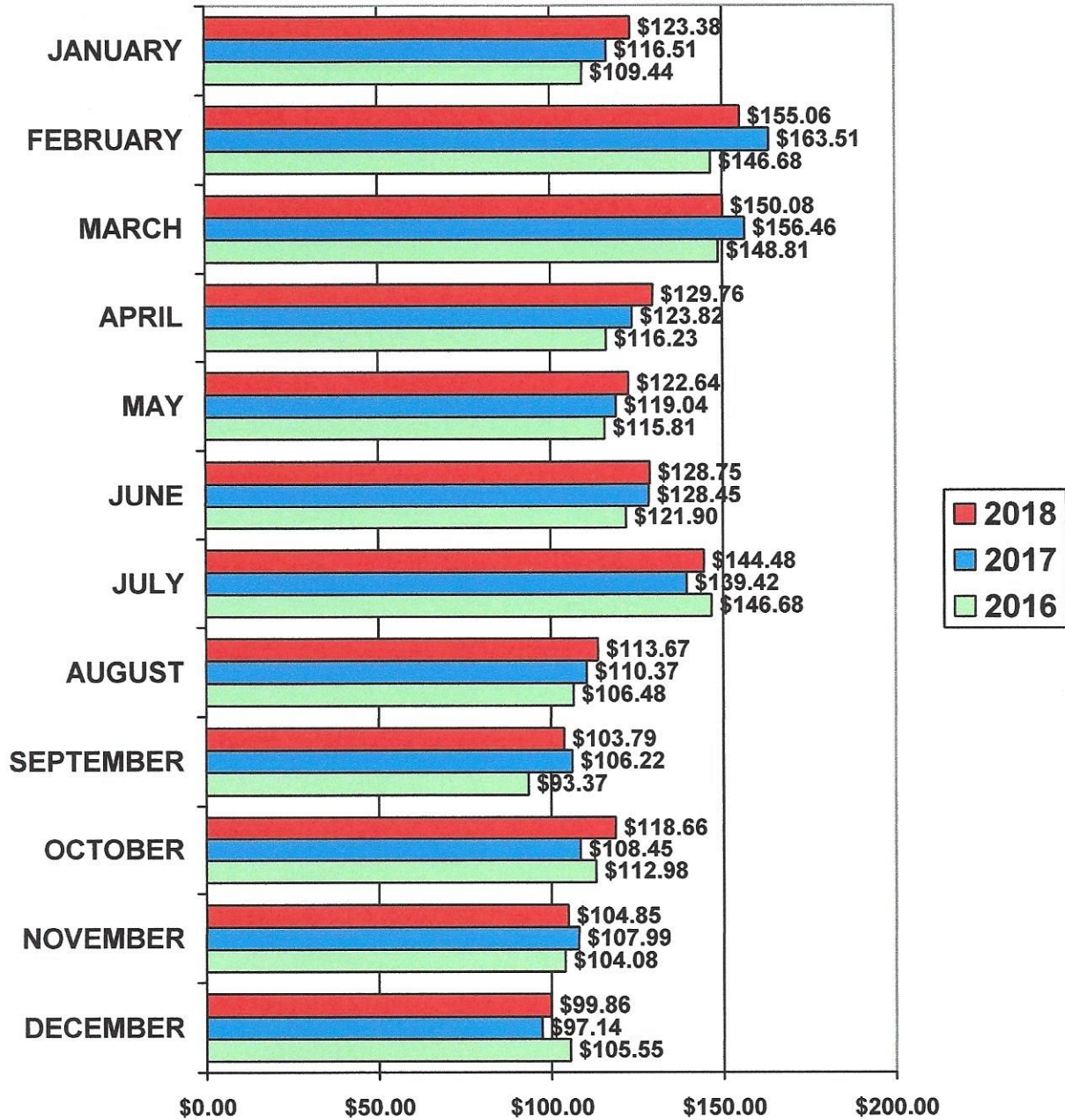


2018 YTD AVG. 67%
 2017 YTD AVG. 67%
 2016 YTD AVG. 65%

DEC 2018 HIGH 99%
 DEC 2018 LOW 27%

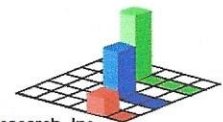


HALIFAX AREA HOTEL/MOTEL AVERAGE DAILY RATE 2016 - 2018

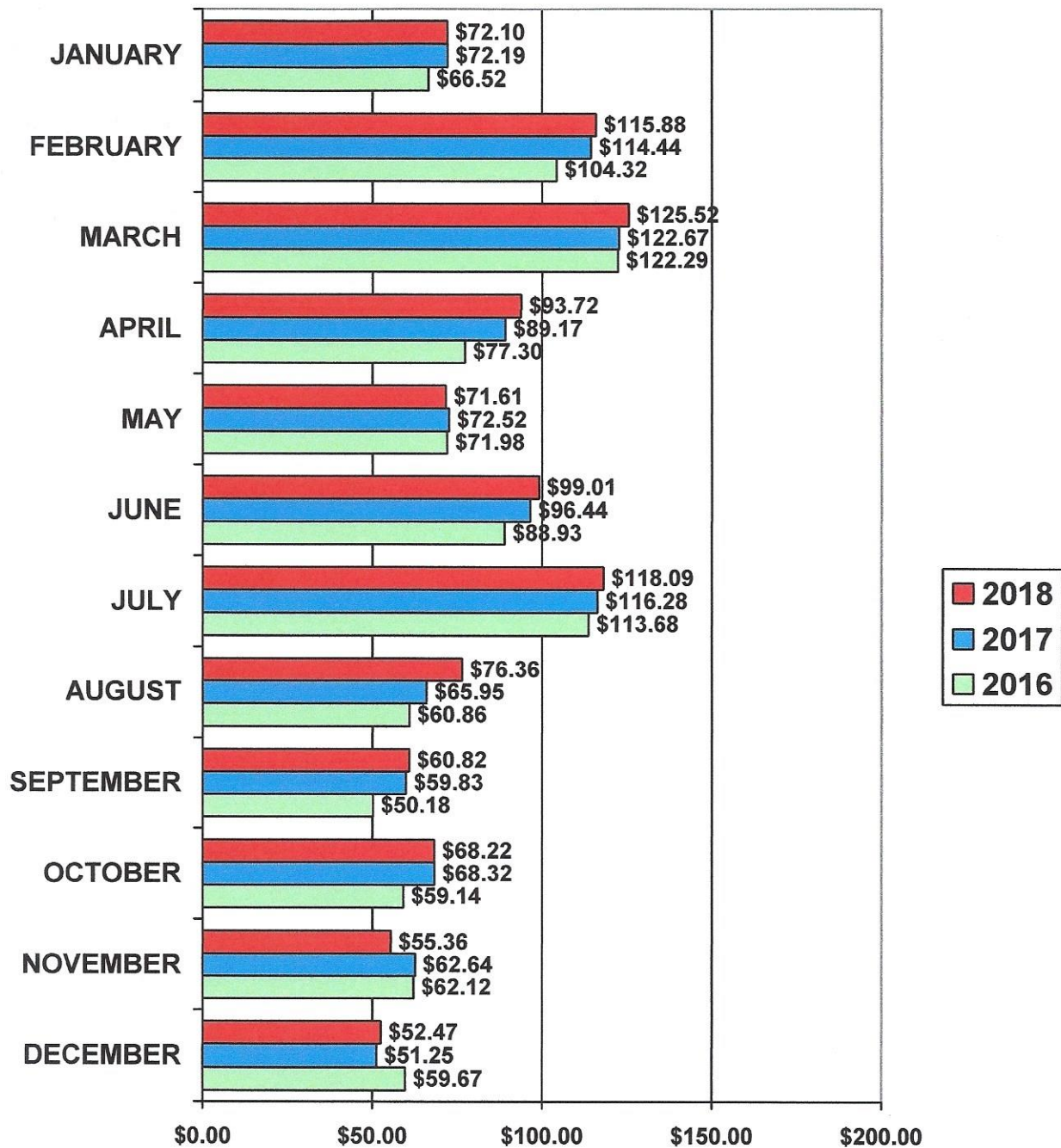


2018 YTD AVG. \$127.49
 2017 YTD AVG. \$124.97
 2016 YTD AVG. \$121.83

DEC 2018 HIGH \$ 172.83
 DEC 2018 LOW \$ 46.27



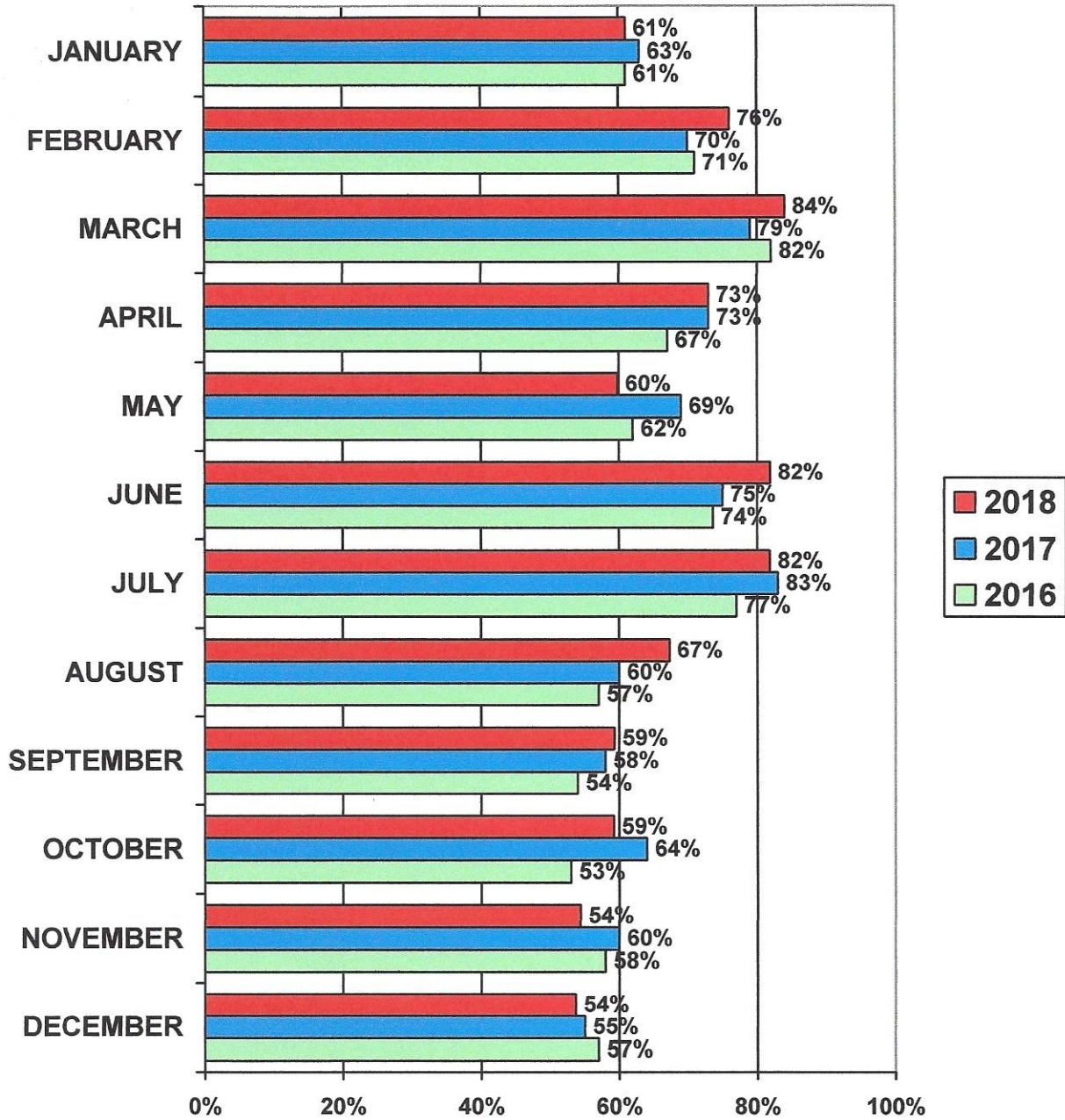
HALIFAX AREA HOTEL/MOTEL REV PAR BY MONTH 2016 - 2018



2018 YTD AVG. \$ 85.06
 2017 YTD AVG. \$ 85.23
 2016 YTD AVG. \$ 74.94



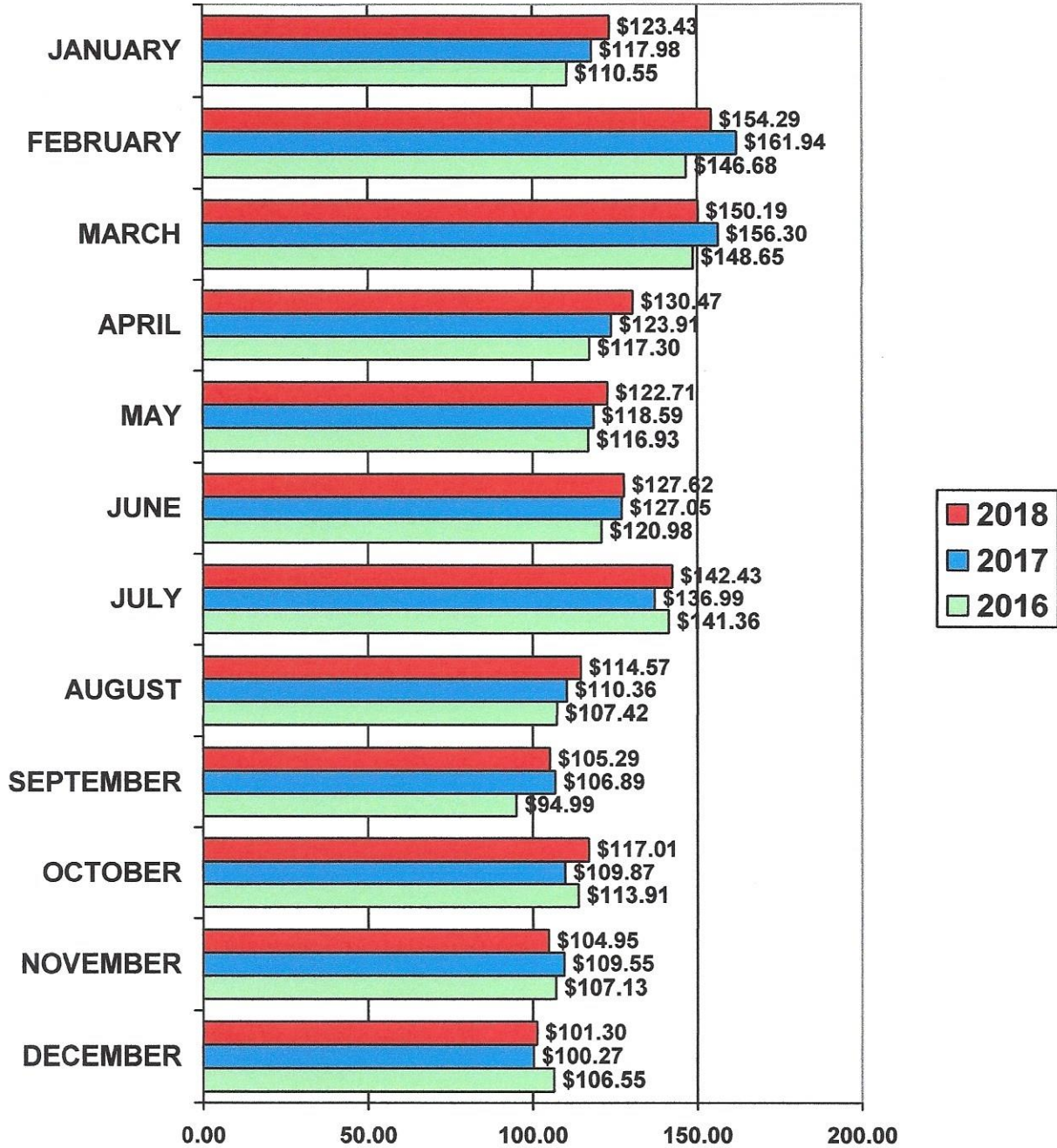
VOLUSIA HOTEL/MOTEL OCCUPANCY 2016 - 2018



2018 YTD AVG. 68%
2017 YTD AVG. 67%
2016 YTD AVG. 66%

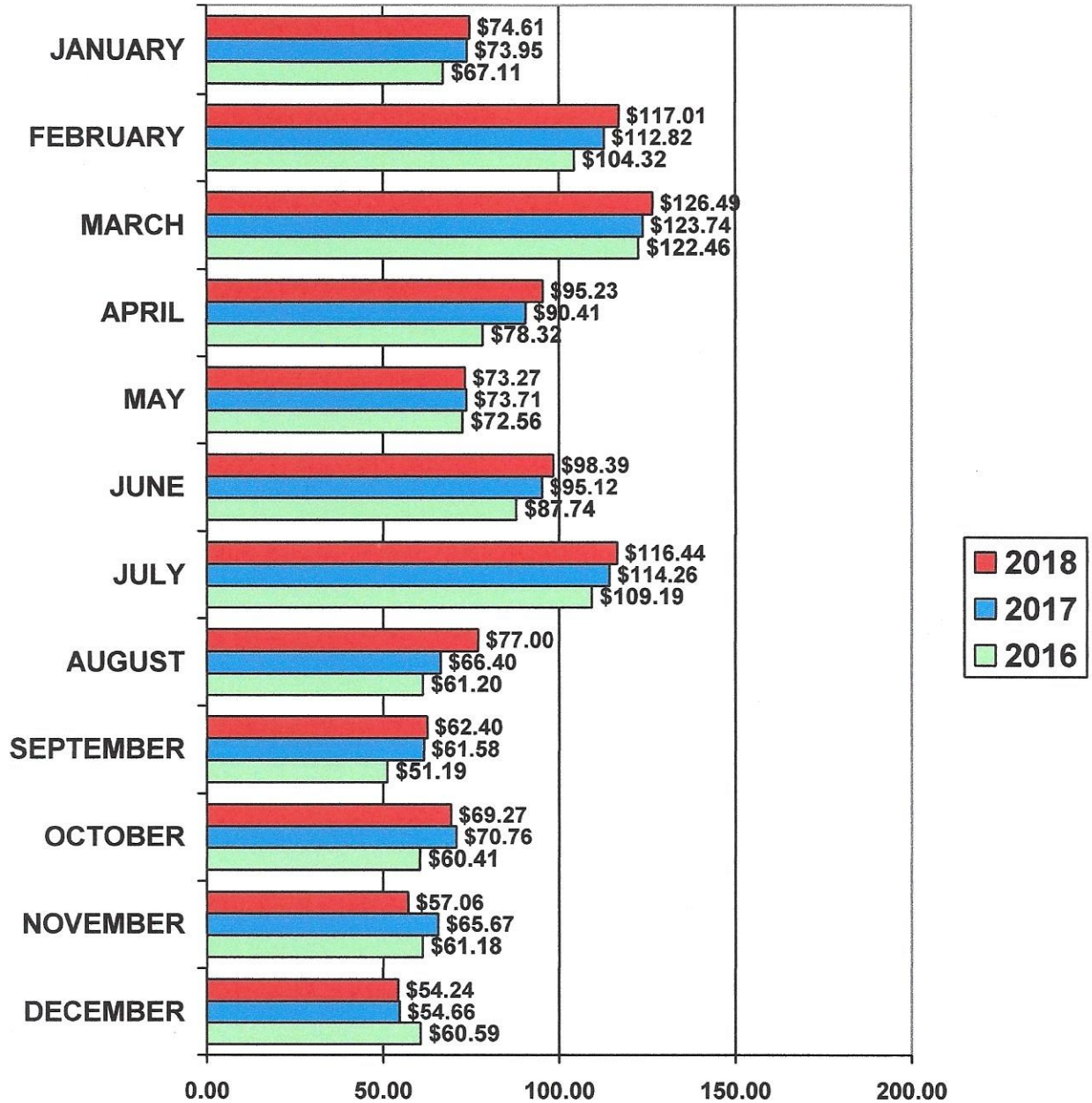
DEC 2018 HIGH 99%
DEC 2018 LOW 24%

VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2016 - 2018



2018 YTD AVG. \$127.43 DEC 2018 HIGH \$ 189.66
 2017 YTD AVG. \$128.02 DEC 2018 LOW \$ 46.27
 2016 YTD AVG. \$124.43

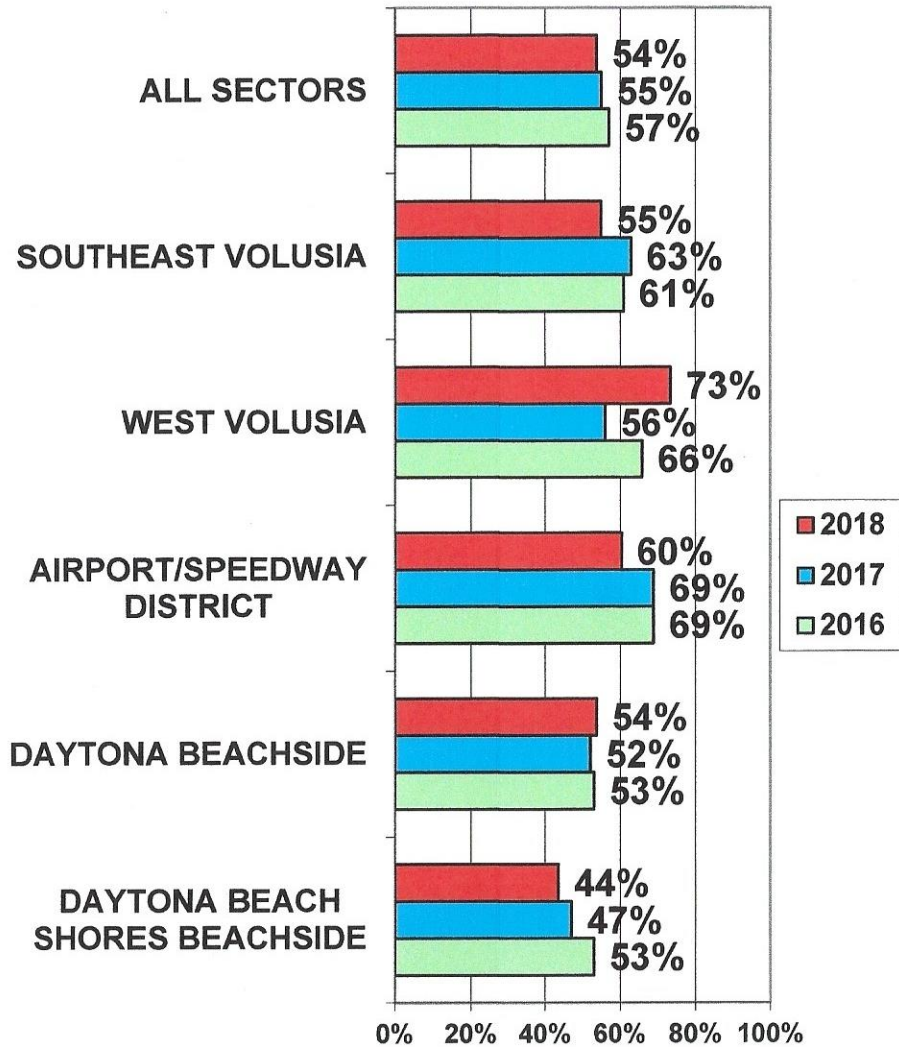
VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2016 - 2018



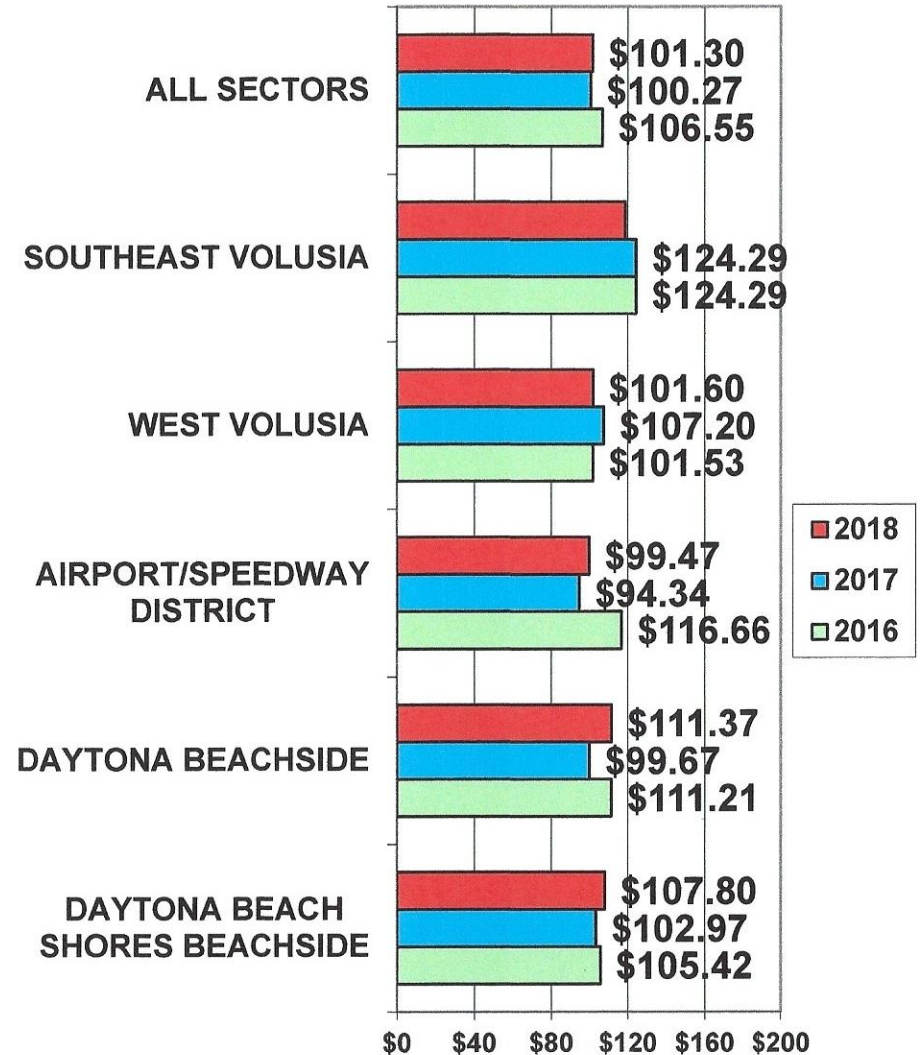
2018 YTD AVG. \$ 86.06
 2017 YTD AVG. \$ 83.38
 2016 YTD AVG. \$ 80.31



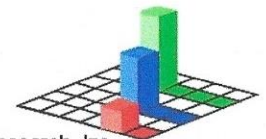
VOLUSIA OCCUPANCY BY AREA SECTORS - DECEMBER 2016 - 2018



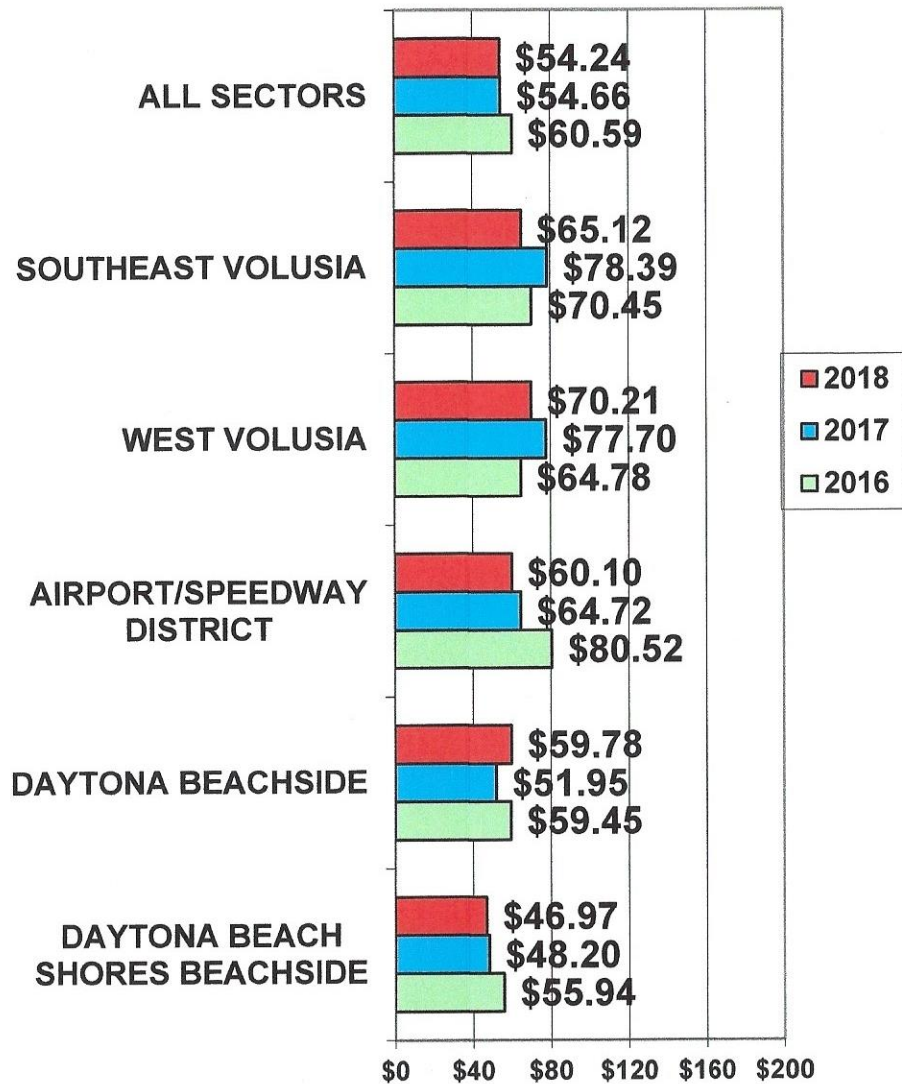
VOLUSIA AVERAGE DAILY RATE BY AREA SECTORS - DECEMBER 2016 - 2018



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



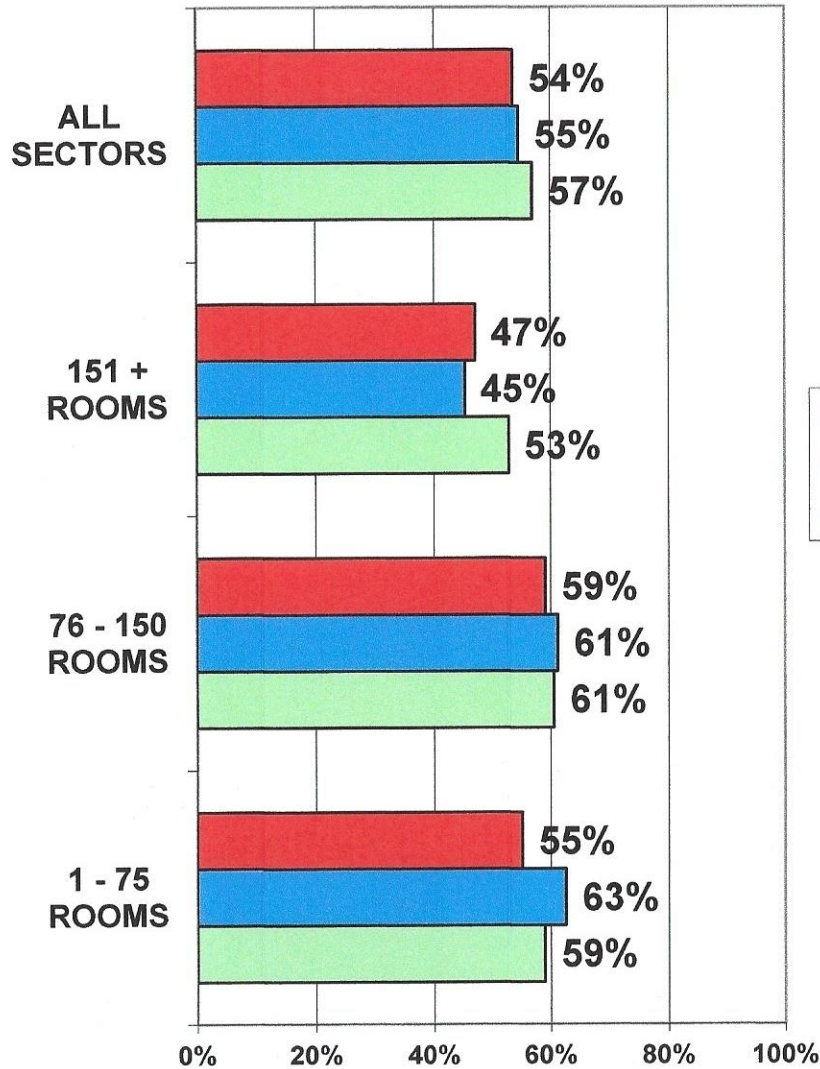
VOLUSIA REV PAR BY AREA SECTORS - DECEMBER 2016 - 2018



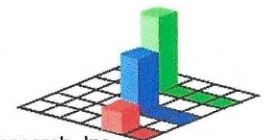
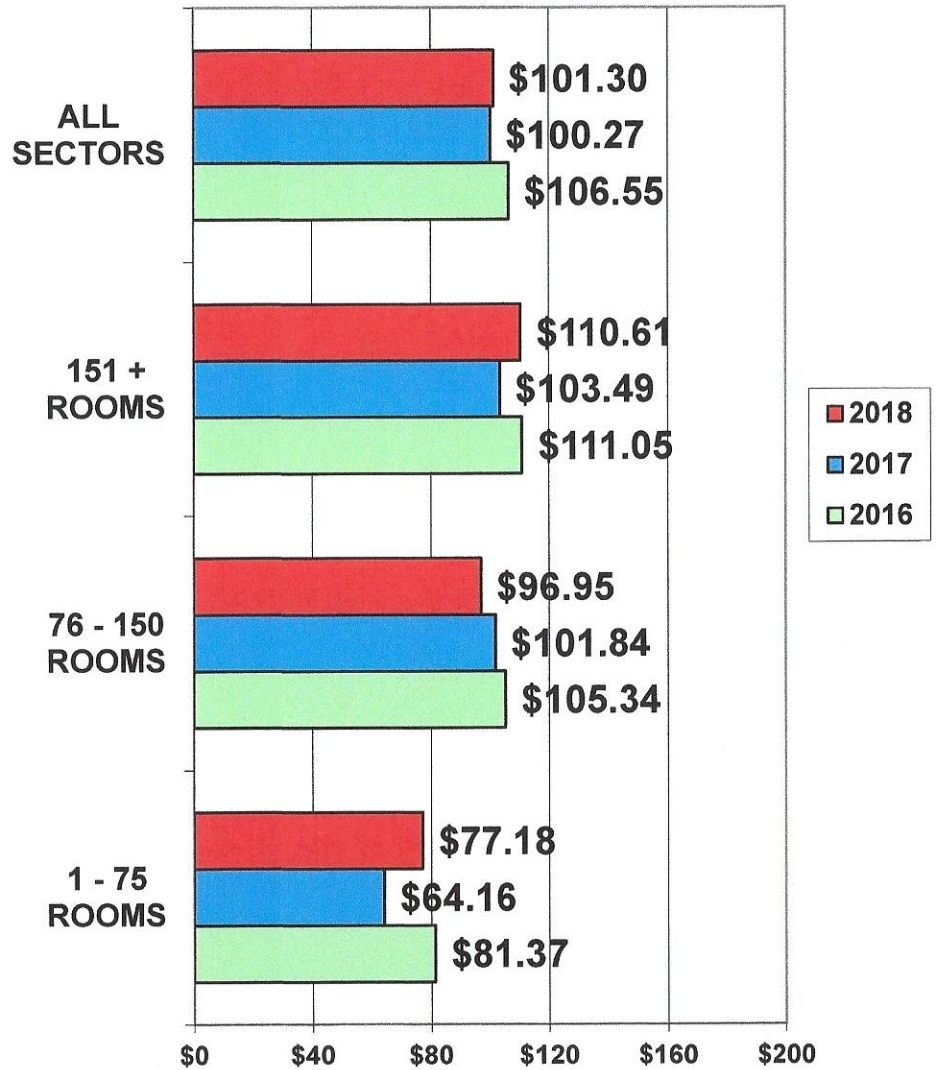
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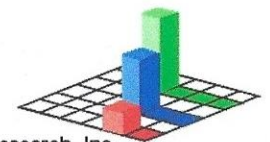
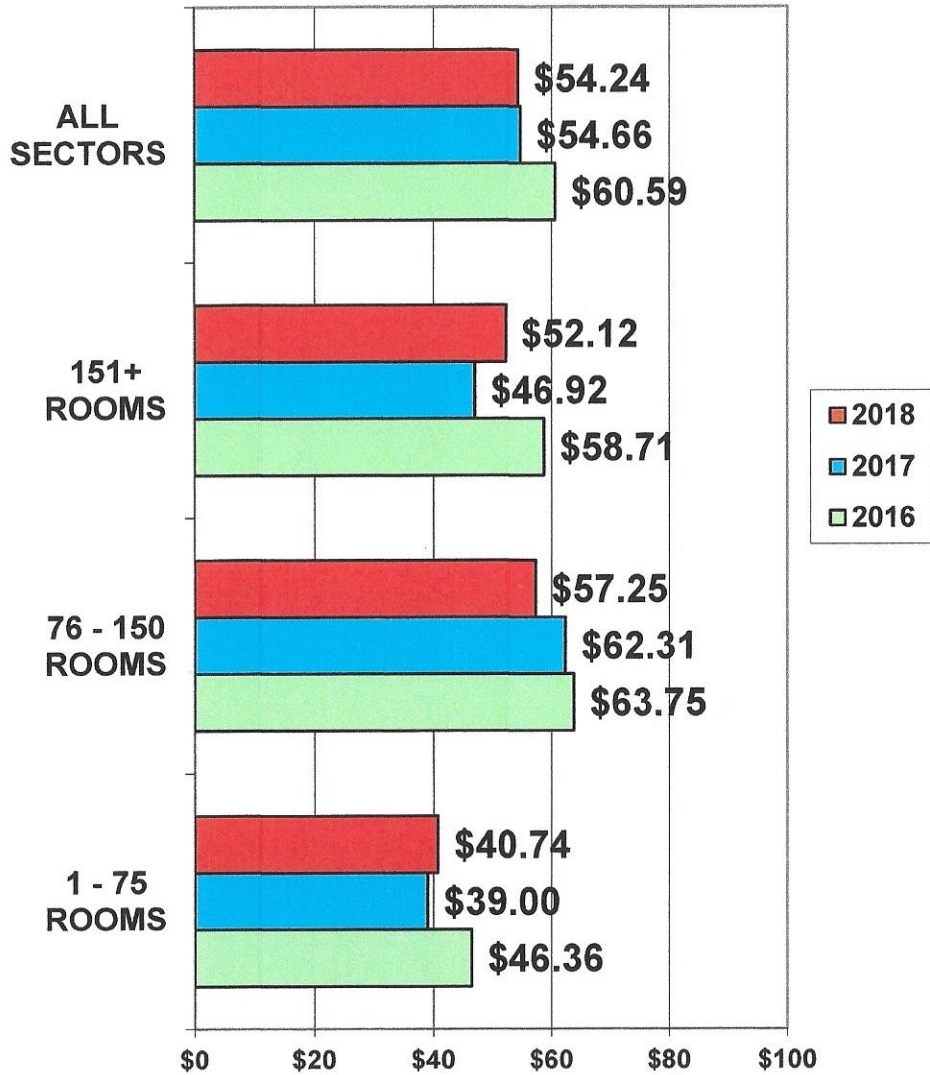
VOLUSIA OCCUPANCY BY PROPERTY SIZE - DECEMBER 2016 - 2018



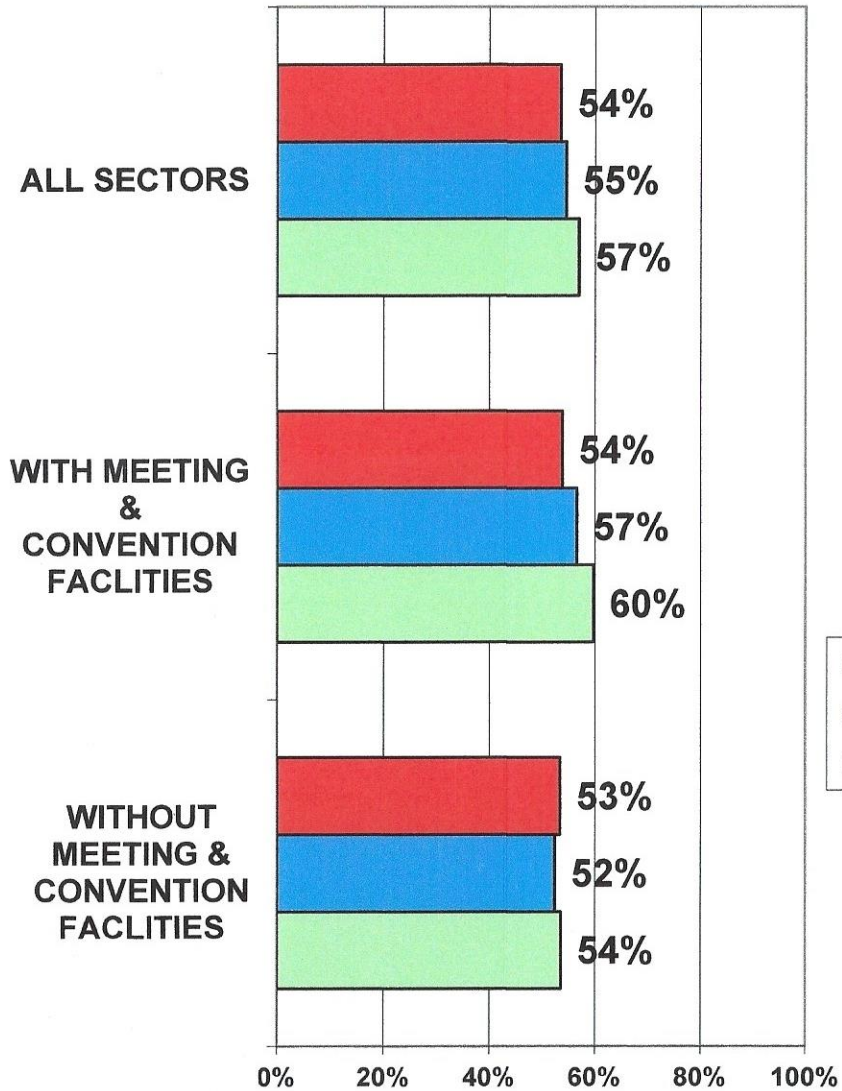
VOLUSIA AVERAGE DAILY RATE BY PROPERTY SIZE - DECEMBER 2016 - 2018



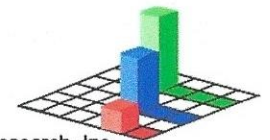
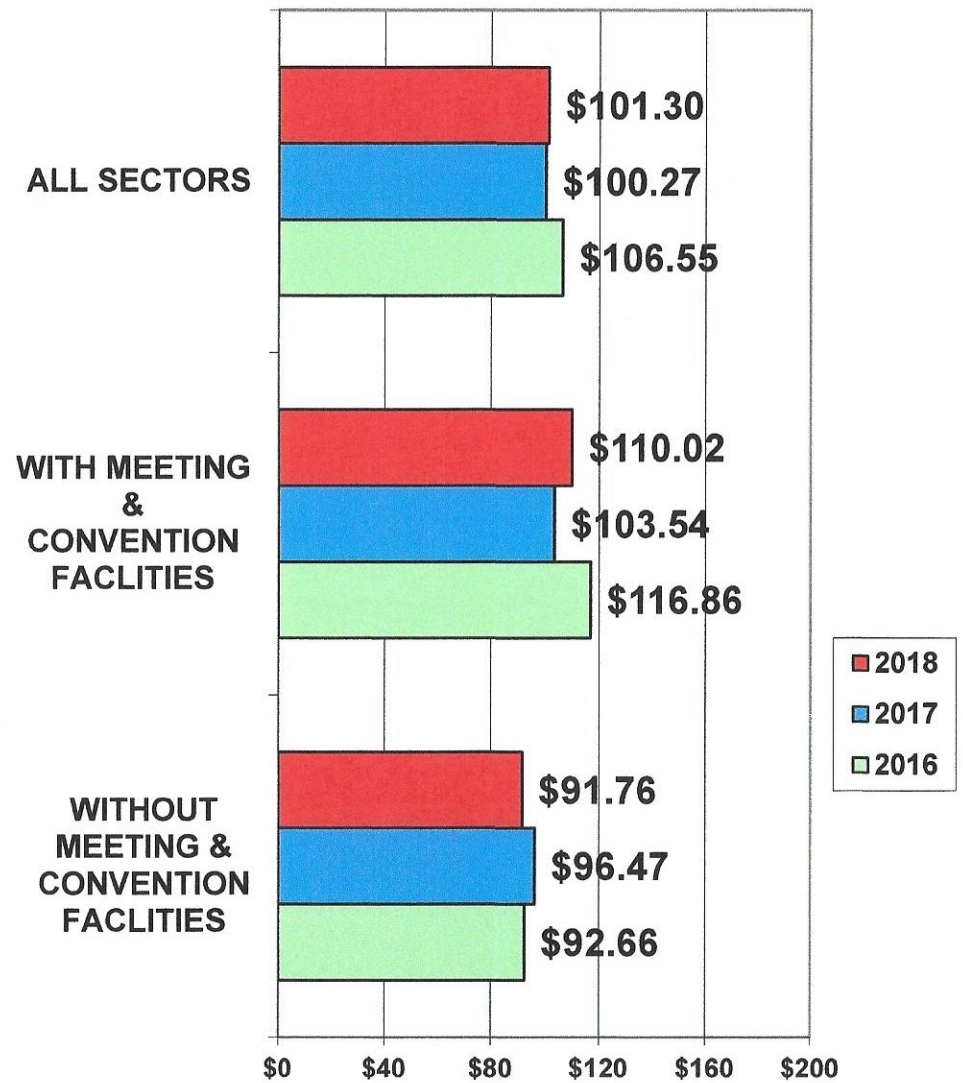
VOLUSIA REV/PAR BY PROPERTY SIZE - DECEMBER 2016 - 2018



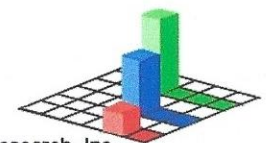
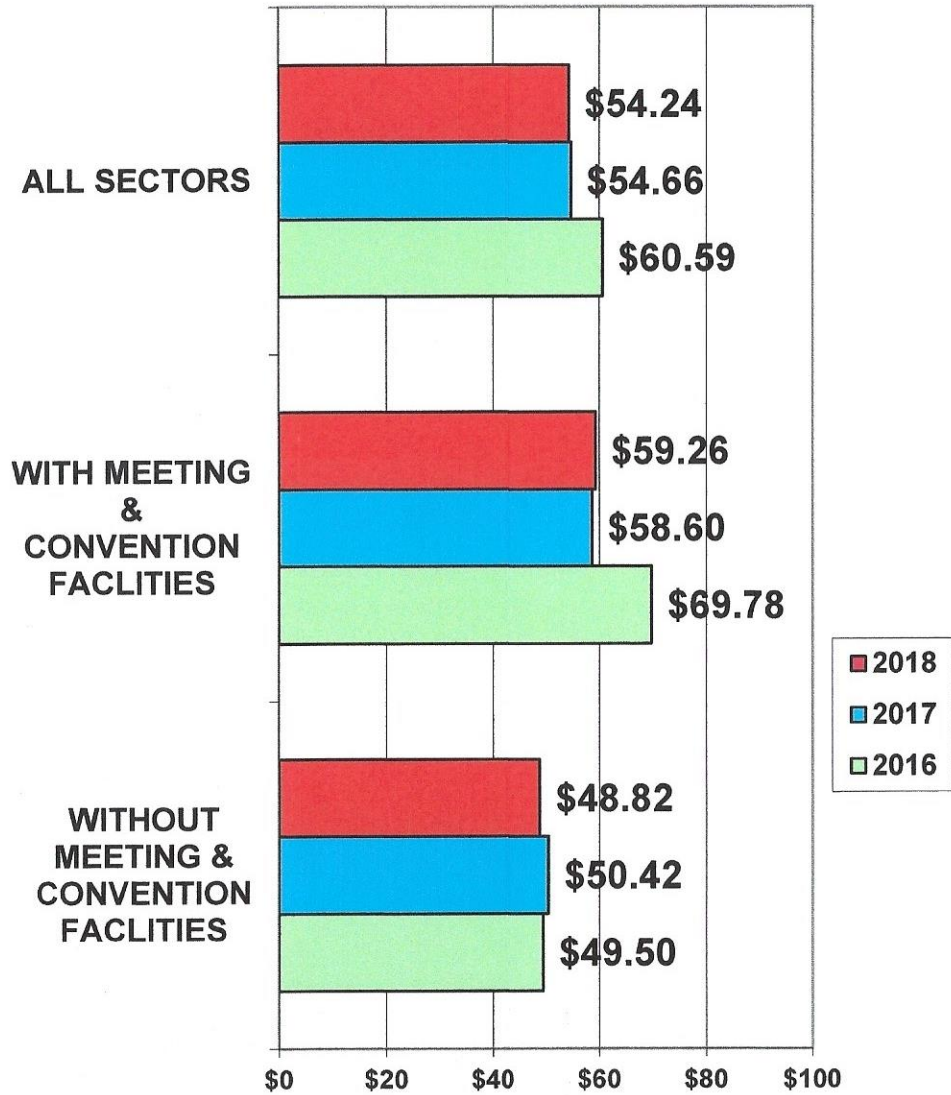
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - DECEMBER 2016 - 2018



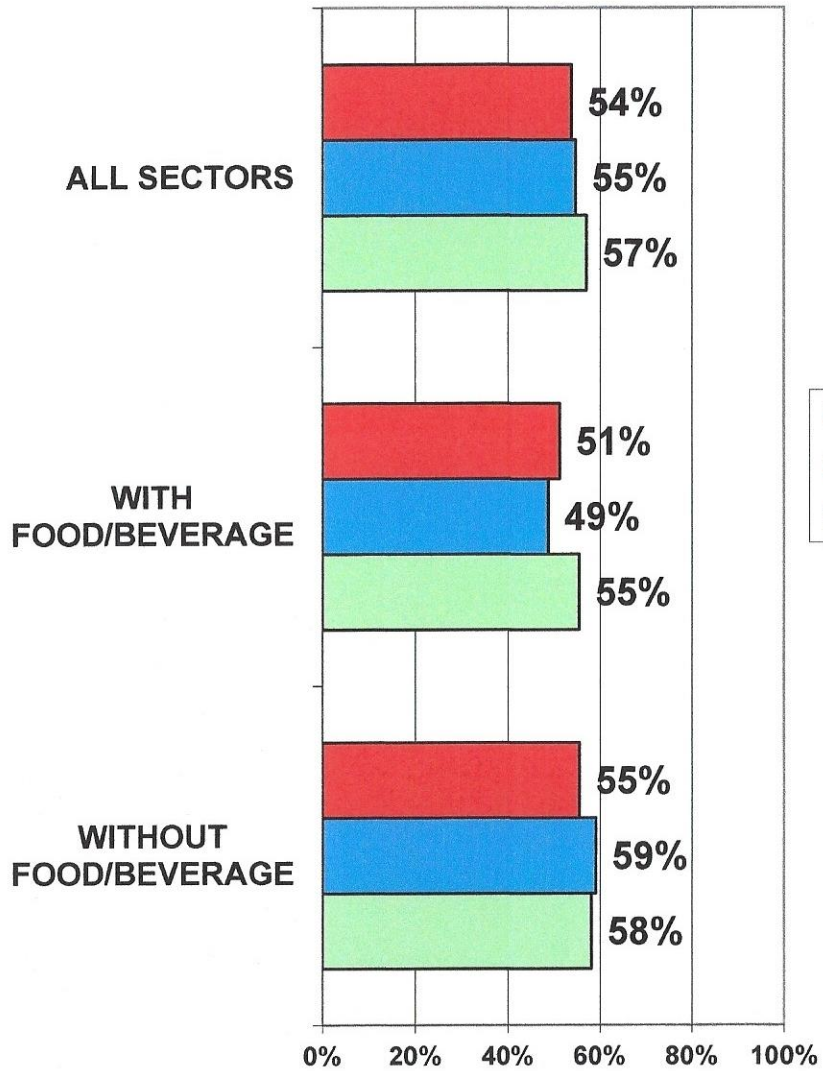
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - DECEMBER 2016 - 2018



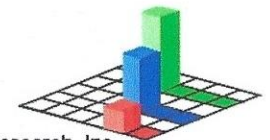
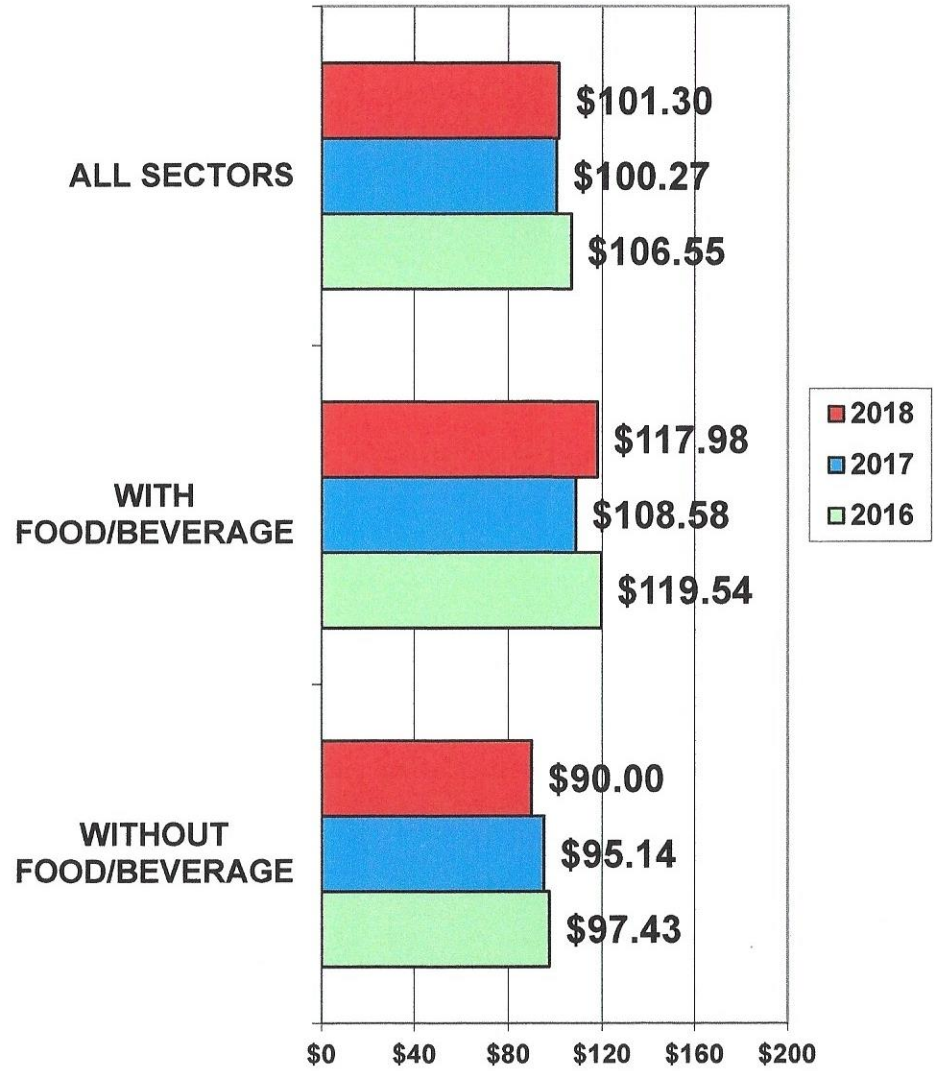
VOLUSIA REV/PAR BY MEETING & CONVENTION FACILITIES - DECEMBER 2016 - 2018



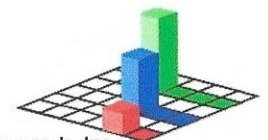
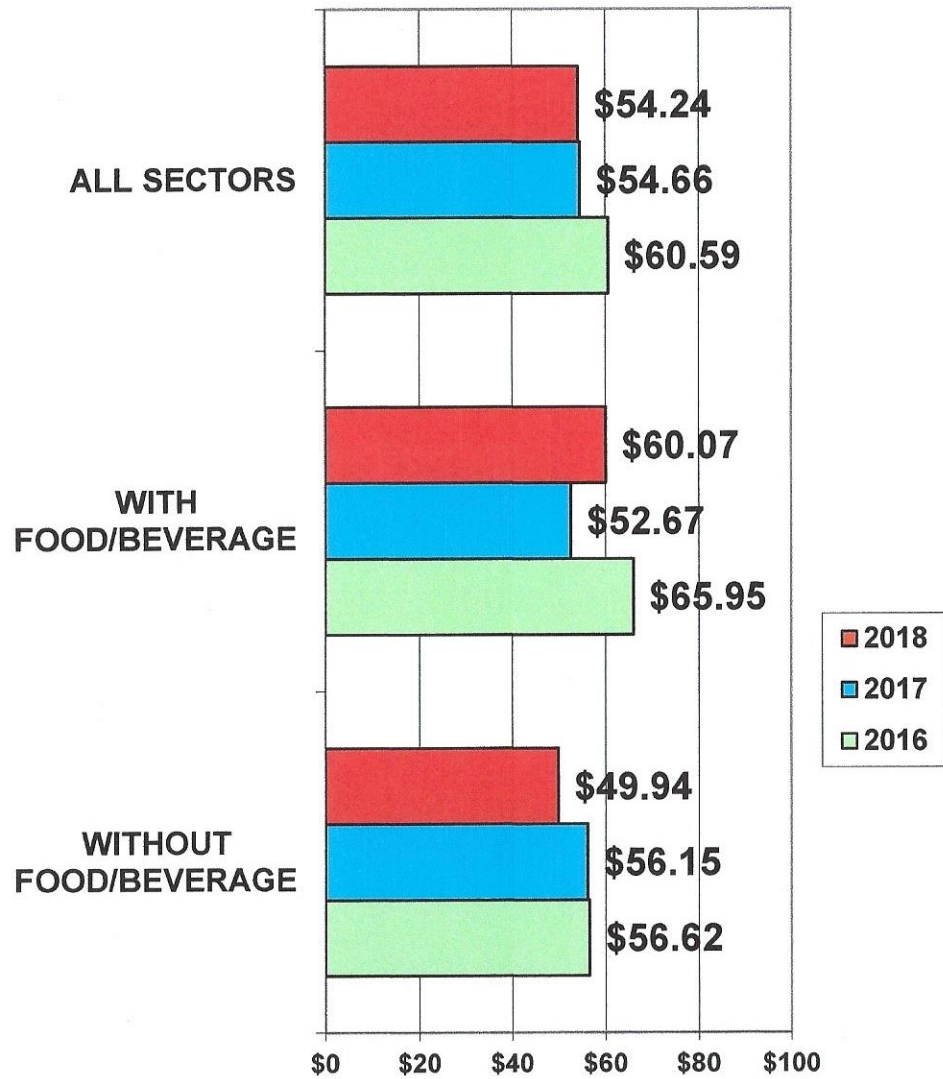
**VOLUSIA OCCUPANCY BY
FOOD/BEVERAGE -
DECEMBER 2016 - 2018**



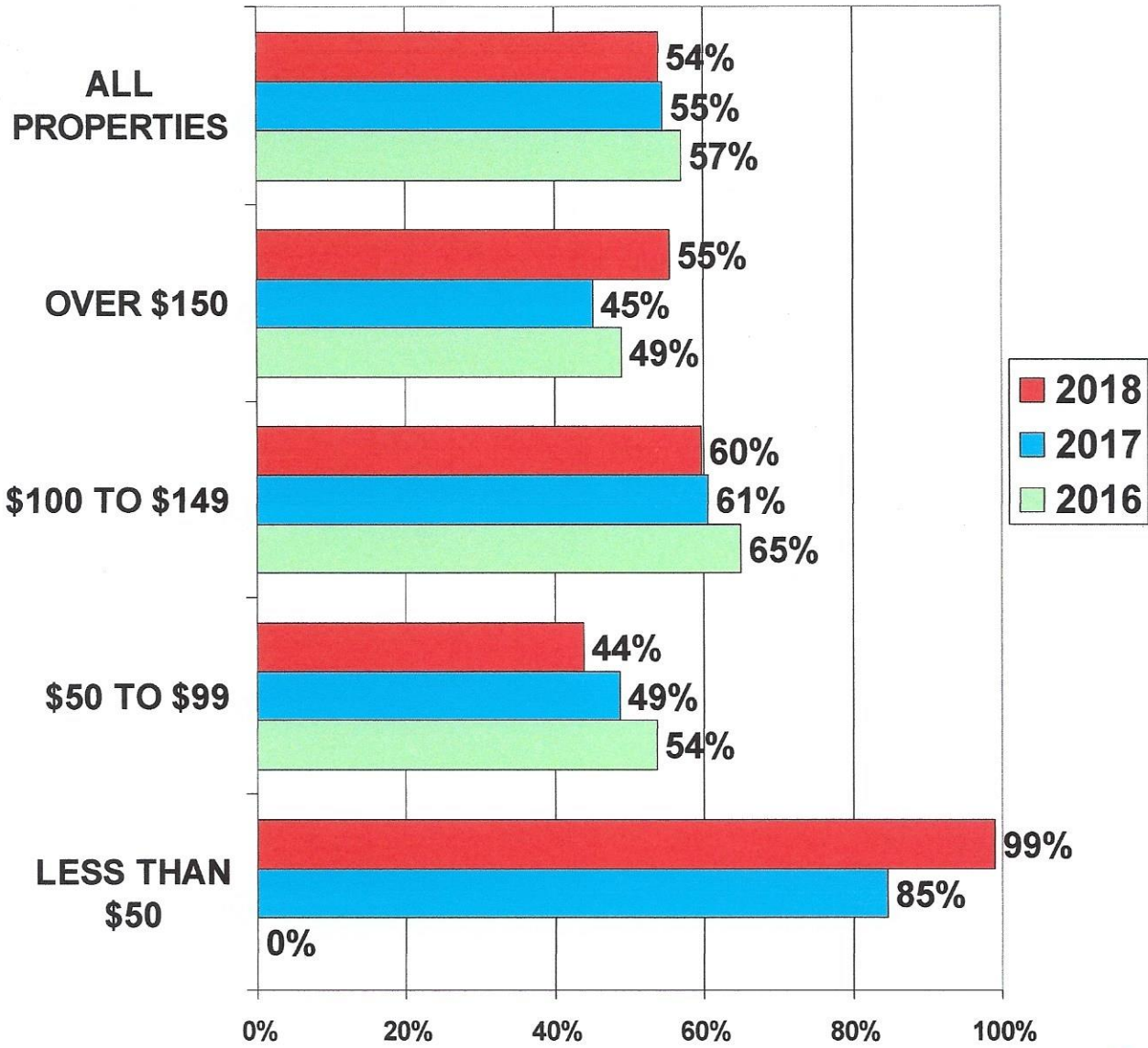
**VOLUSIA AVERAGE DAILY RATE BY
FOOD/BEVERAGE
DECEMBER 2016 - 2018**



VOLUSIA REV/PAR BY FOOD/BEVERAGE - DECEMBER 2016 - 2018



VOLUSIA HOTEL/MOTEL OCCUPANCY BY PRICE RANGE - DECEMBER 2016 - 2018



Mid-Florida Marketing & Research, Inc.

**PARTICIPATING PROPERTIES
BY AREA SECTOR**

MONTHS REPORTING 2018

	<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	X	X	X	X
BEST WESTERN PLUS AKU TIKI	132	X	X	X	X	X	X	X	X	X	X	X	
DAYTONA BEACH SHORES HOTEL	101	X	X	X	X	X	X	X	X				
EL CARIBE RESORT & CONF. CENTER	112	X	X	X	X	X	X	X	X	X	X	X	X
HAMPTON DAYTONA SHORES OCEANFRONT	111	X	X	X	X	X	X	X	X	X	X	X	X
HOLIDAY INN EXPRESS AND SUITES OCEANFRONT	100	X	X	X	X	X	X	X	X	X	X	X	X
HYATT PLACE	143	X	X	X	X	X	X	X	X	X	X	X	X
OCEAN COURT MOTEL	33	X	X	X	X	X	X	X	X	X	X	X	X
OCEANSIDE INN	191	X	X	X	X	X	X	X	X	X	X	X	X
PERRY'S OCEAN EDGE RESORT	200	X	X	X	X	X	X	X	X	X	X	X	X
RESIDENCE INN DAYTONA BEACH OCEANFRONT	105	X	X	X	X	X	X	X	X	X	X	X	X
SHORES RESORT & SPA	212	X	X	X	X	X	X	X	X	X	X	X	X
SUN VIKING LODGE	91	X	X	X	X	X	X	X	X	X	X	X	X
DAYTONA BEACHSIDE													
BEST WESTERN DAYTONA INN	96	X	X	X	X	X	X	X	X	X	X	X	**
DAYTONA BEACH REGENCY	98	X	X	X	X	X	X	X	X	X	X	X	X
DAYTONA BEACH RESORT	303	X	X	X	X	X	X	X	X	X	X	X	X
DAYTONA INN BEACH RESORT	65	X	X	X	X	X	X	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	X	X	X
HILTON GARDEN INN DAYTONA BEACH OCEANFRONT	144	X	X	X	X	X	X	X	X	X	X	X	X
HOLIDAY INN DAYTONA BEACH ON THE OCEAN	123	X	X	X	X	X	X	X	X	X	X	X	X
HOLIDAY INN RESORT DAYTONA	188	X	X	X	X	X	X	X	X	X	X	X	X
NAUTILUS INN	90	X	X	X	X	X	X	X	X	X	X	X	X
OCEAN BREEZE CLUB HOTEL	206	X	X	X	X	X	X	X					X
PLAZA RESORT & SPA	322	X	X	X	X	X	X	X	X	X	X	X	**
SILVER BEACH CLUB	74	X	X	X	X	X	X	X	X	X	X	X	X
THE VILLA BED AND BREAKFAST	4	X	X	X	X	X	X	X	X	X	X		
WYNDHAM OCEAN WALK	127			X	X	X	X	X	X		X		**



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	<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	X	X	X
CORAL SANDS OCEAN FRONT	102	X	X	X	X	X	X	X			X		X
COVE ON ORMOND BEACH	112		X	X	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	X	X
*COUNTRY INN & SUITES PORT ORANGE	87	X	X	X	X	X	X	X	X	X	X		X
CLARION INN DESTINATION DAYTONA	79	X	X	X	X		X	X		X	X	X	X
LA QUINTA INN	143											X	
SLEEP INN	82	X	X							X	X	X	X
AIRPORT/SPEEDWAY DISTRICT													
DAYTONA BEACH COURTYARD	122	X	X	X	X	X	X	X	X	X	X	X	X
DAYTONA BEACH RESIDENCE INN	122	X	X	X	X	X	X	X	X	X	X	X	X
HAMPTON INN AIRPORT	122	X	X	X	X	X	X	X	X	X	X	X	X
HILTON GARDEN INN D B AIRPORT	115	X	X	X	X	X	X	X	X	X	X	X	X
HOMEWOOD SUITES	94	X	X	X	X	X	X	X	X	X	X		X
QUALITY INN DAYTONA	64	X	X	X	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	X	X
ARTISAN DOWNTOWN	14	X	X	X	X	X	X	X	X	X	X	X	X
COMFORT INN DELAND	68	X	X	X	X	X	X	X	X	X	X	X	X
DAYS INN ORANGE CITY	37	X	X	X	X	X	X	X		X	X	X	X
HAMPTON INN DEBARY	76	X	X	X	X	X	X	X	X	X	X	X	X
HAMPTON INN DELAND	94	X	X	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	X	X
HONTOON LANDING	18	X	X	X	X	X	X	X	X	X	X	X	X
SE VOLUSIA													
BEST WESTERN HOTEL	101	X	X	X	X	X	X	X	X	X	X	X	X
COASTAL WATERS INN	40	X		X	X		X			X		X	X
*COUNTRY INN & SUITES PORT ORANGE	87	X	X	X	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	X	X	X		X
OCEAN TRILLIUM SUITES	32	X	X	X	X	X	X	X	X	X	X	X	X

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

**Undergoing renovation or construction

