

# Memo

**To:** HAAA  
**From:** Evelyn Fine  
**Date:** January 30, 2020  
**Subject:** December 2019 Occupancy & Average Daily Rate Report

Overall Daytona Beach Area Occupancy decreased about 13%, to 46% in December 2019 from 53% in December 2018.

The Daytona Beach Area Average Daily Rate increased about 4%, to \$104.21 in December 2019 from \$99.86 in December 2018.

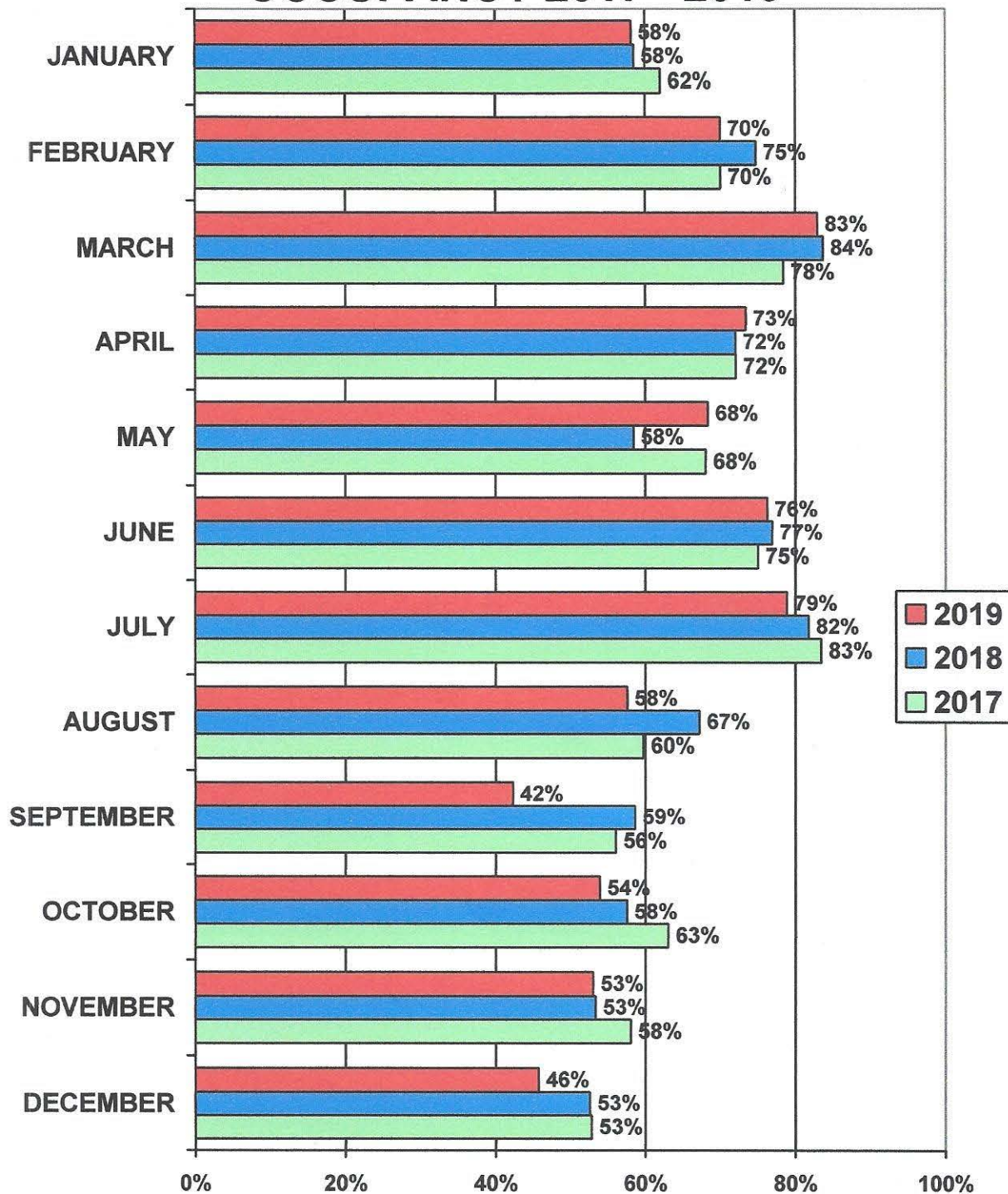
The Daytona Beach Area Revenue per Available Room decreased about 9%, to \$47.65 in December 2019 from \$52.47 in December 2018.

EF/LK



Mid-Florida Marketing & Research, Inc.

# HALIFAX AREA HOTEL/MOTEL OCCUPANCY 2017 - 2019

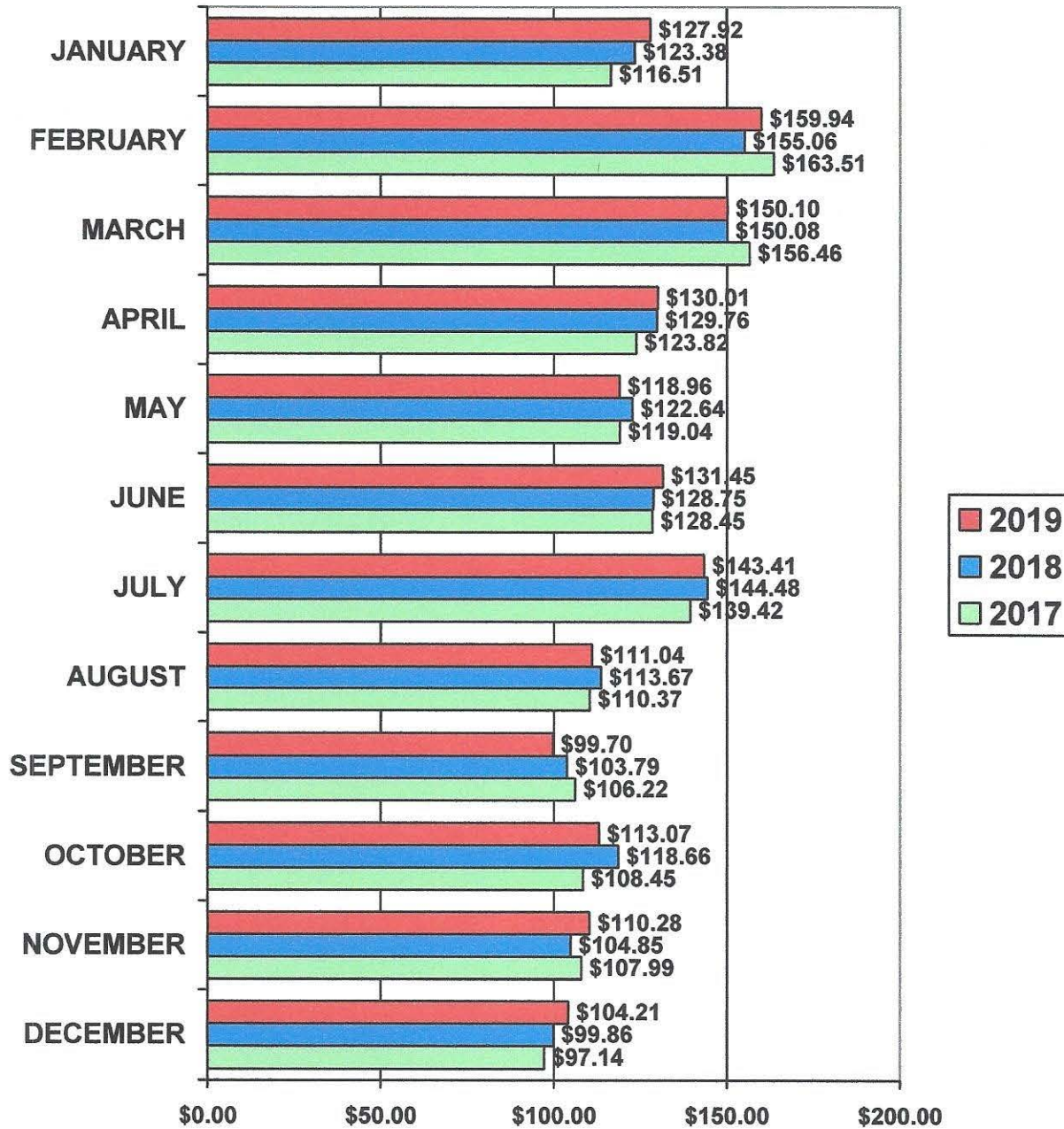


2019 YTD AVG. 64%  
2018 YTD AVG. 67%  
2017 YTD AVG. 67%

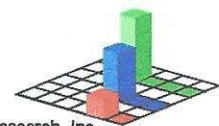
DECEMBER 2019 HIGH 76%  
DECEMBER 2019 LOW 19%



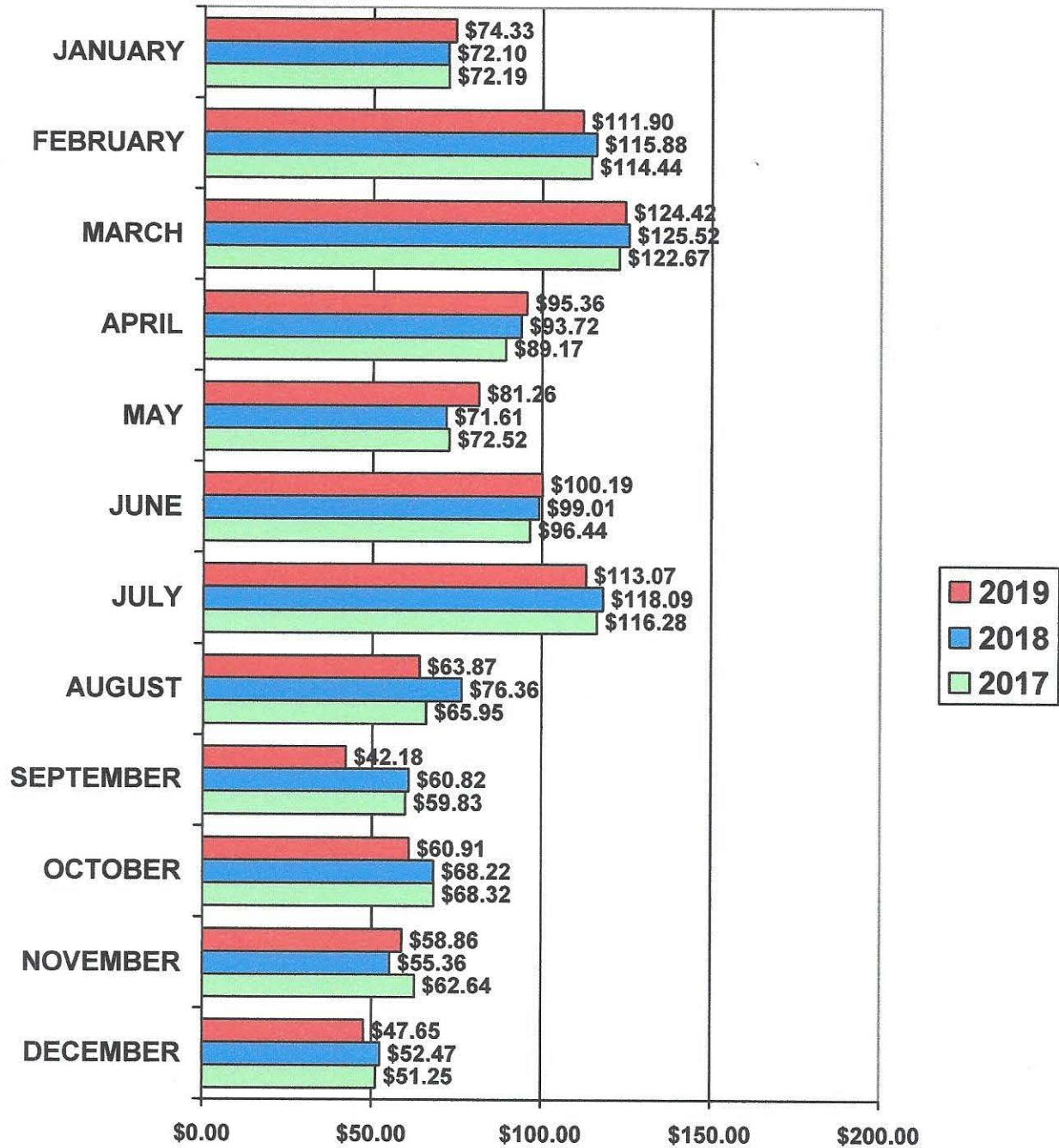
# HALIFAX AREA HOTEL/MOTEL AVERAGE DAILY RATE 2017 - 2019



2019 YTD AVG. \$128.14    DECEMBER 2019    HIGH \$ 177.42  
 2018 YTD AVG. \$127.49    DECEMBER 2019    LOW \$ 40.05  
 2017 YTD AVG. \$124.97



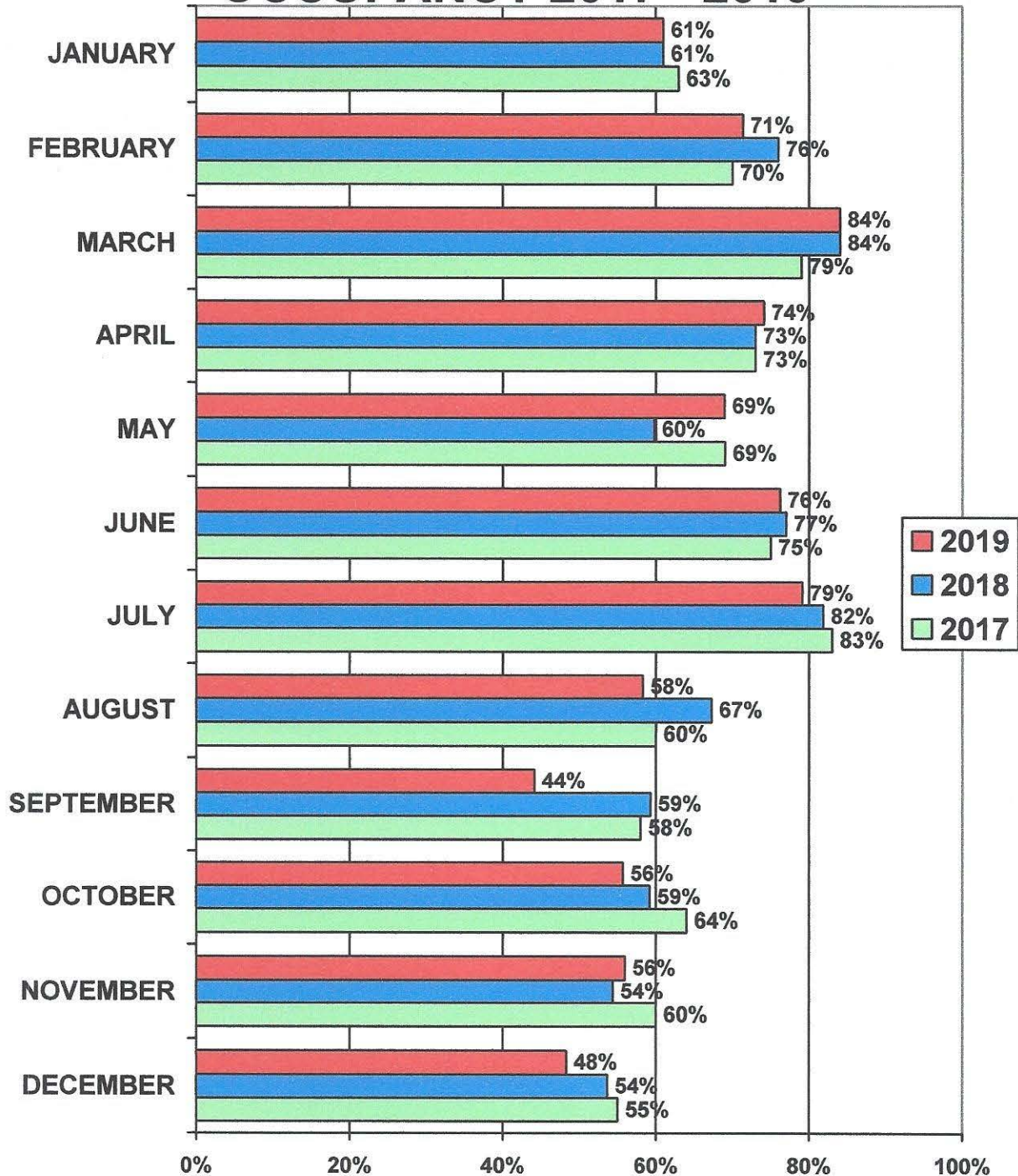
# HALIFAX AREA HOTEL/MOTEL REV PAR BY MONTH 2017 - 2019



2019 YTD AVG. \$ 81.45  
 2018 YTD AVG. \$ 85.06  
 2017 YTD AVG. \$ 85.23



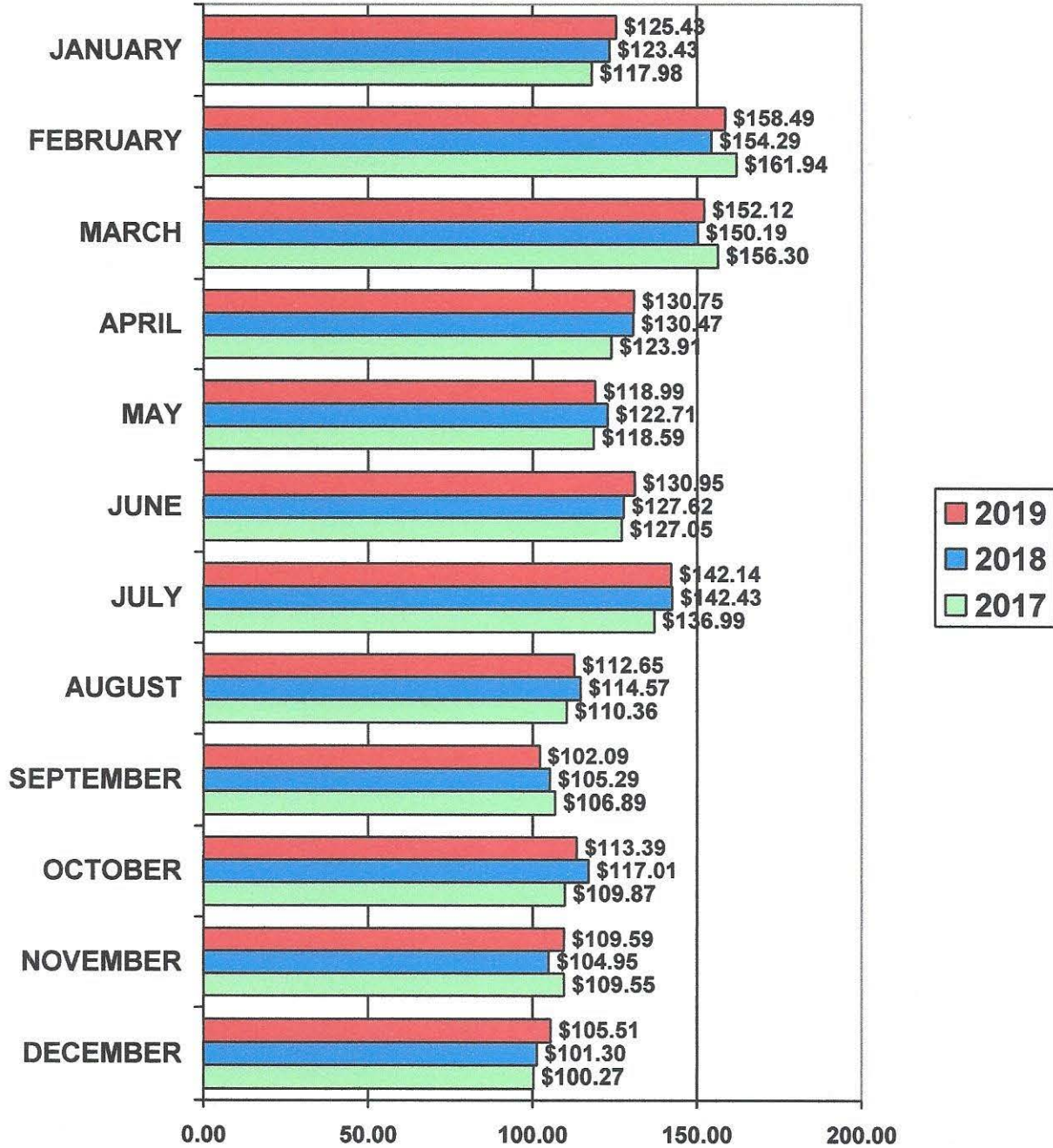
# VOLUSIA HOTEL/MOTEL OCCUPANCY 2017 - 2019



2019 YTD AVG. 65%  
2018 YTD AVG. 68%  
2017 YTD AVG. 67%

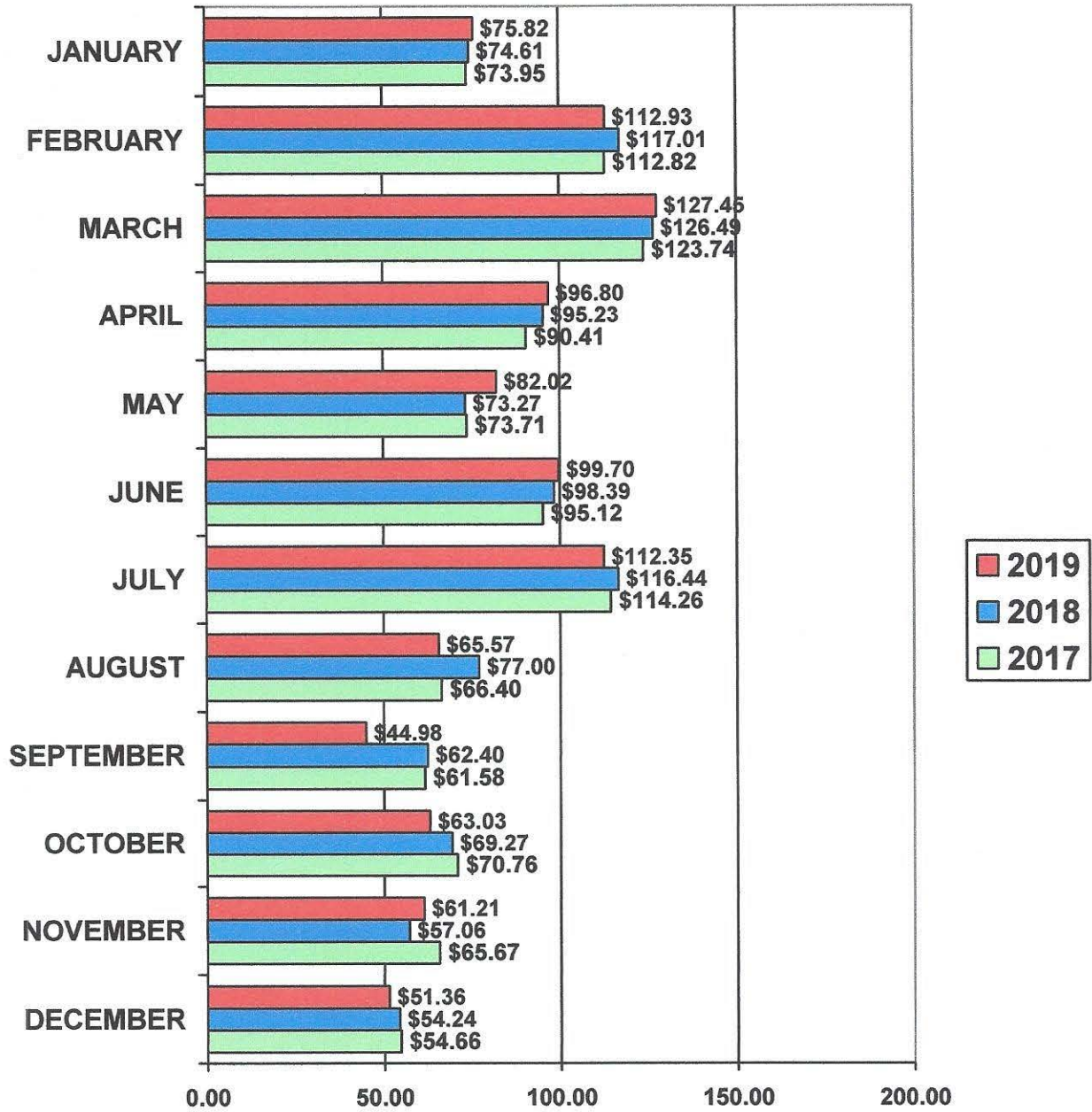
DECEMBER 2019 HIGH 79%  
DECEMBER 2019 LOW 19%

# VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2017 - 2019



2019 YTD AVG. \$129.65    DECEMBER 2019    HIGH \$ 177.42  
 2018 YTD AVG. \$129.22    DECEMBER 2019    LOW \$ 40.05  
 2017 YTD AVG. \$128.02

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



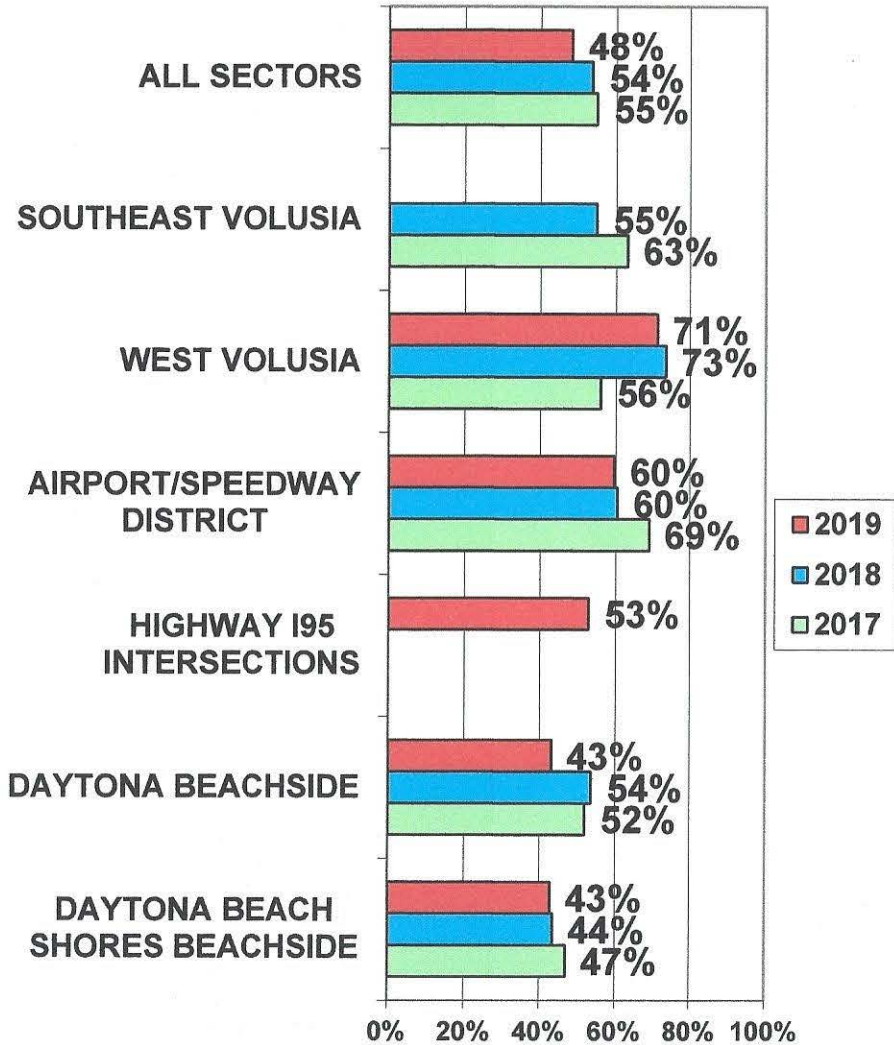
2019 YTD AVG. \$ 83.16

2018 YTD AVG. \$ 86.06

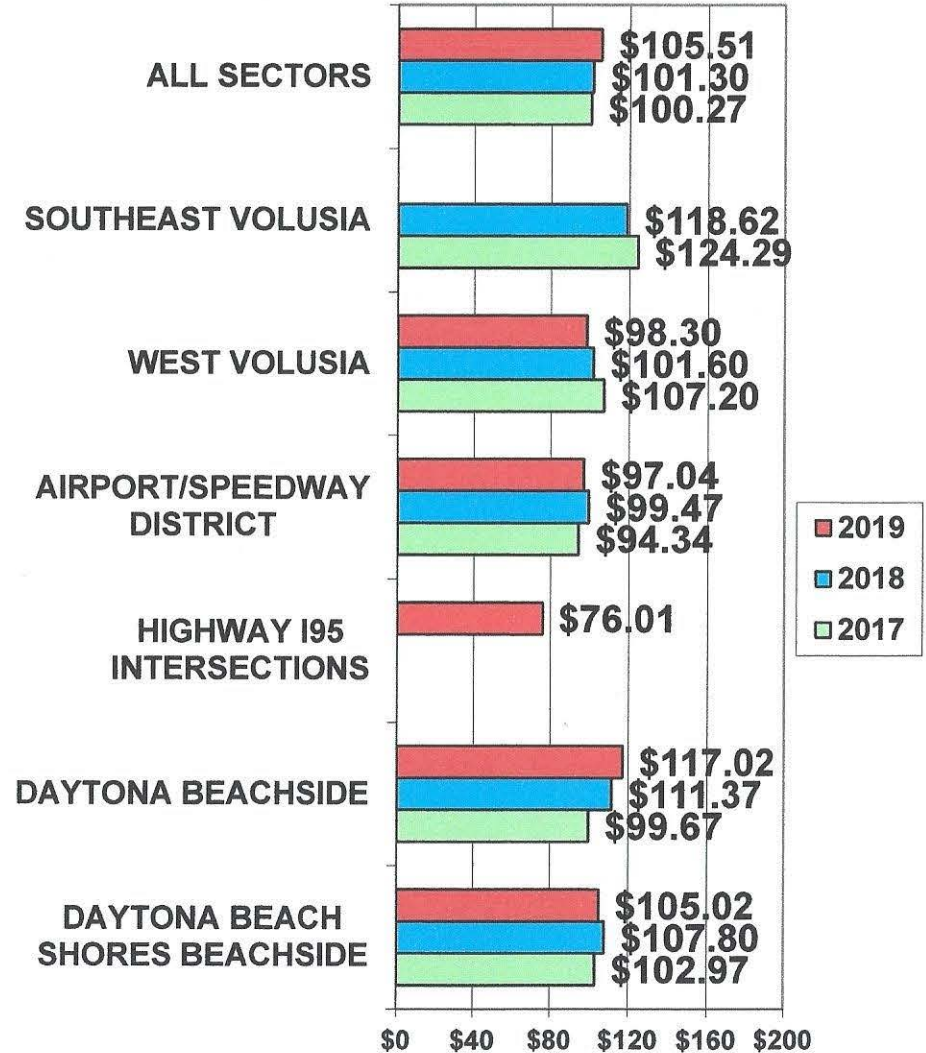
2017 YTD AVG. \$ 83.38



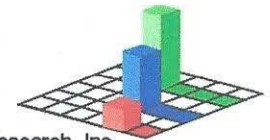
### VOLUSIA OCCUPANCY BY AREA SECTORS - DECEMBER 2017 - 2019



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

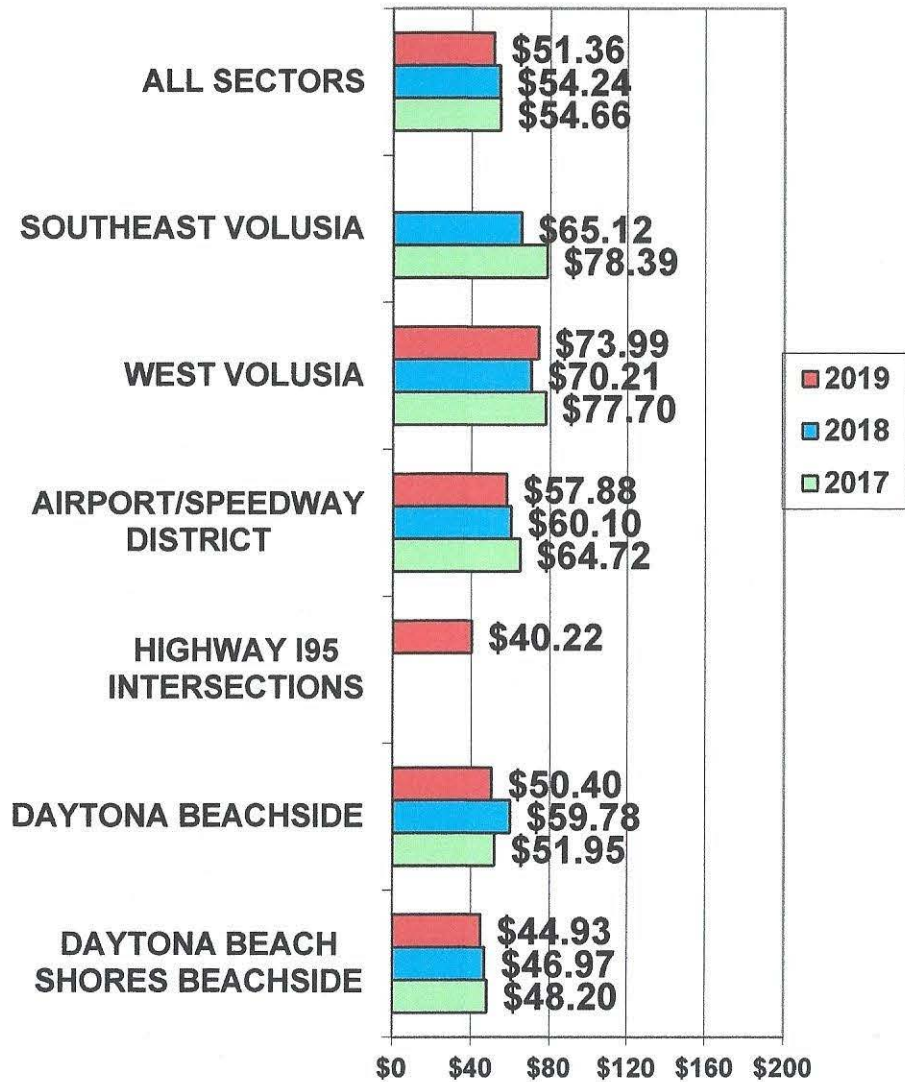


AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.

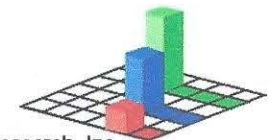




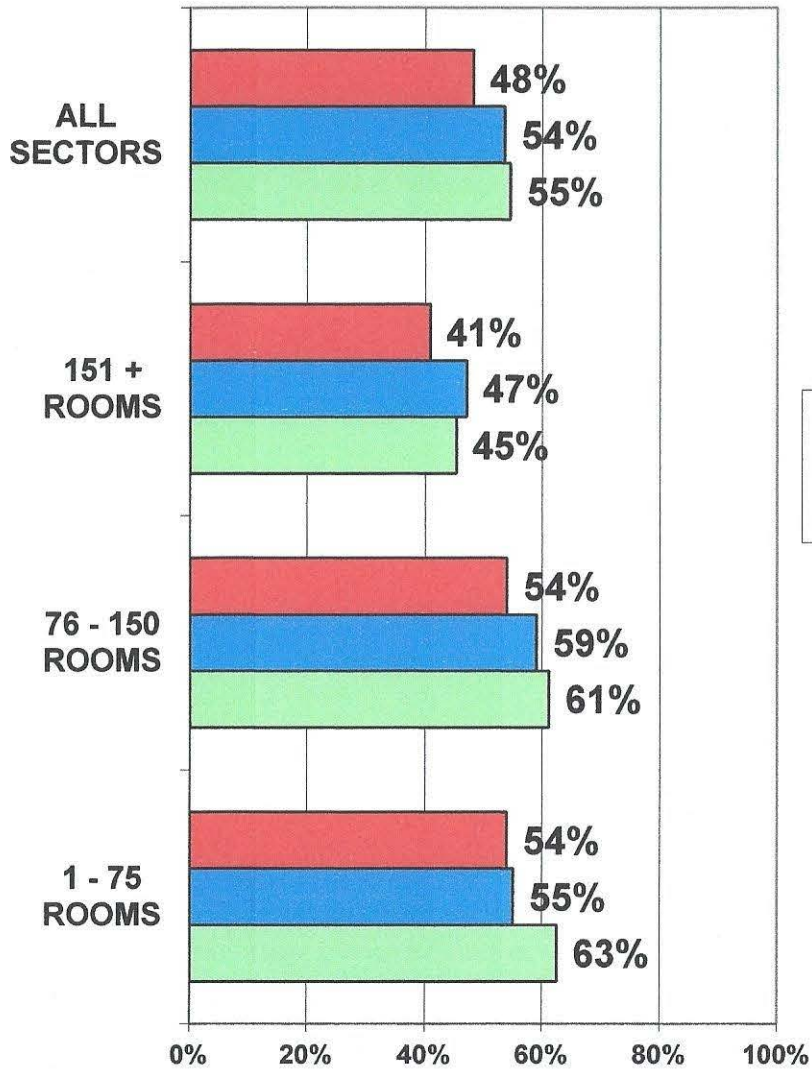
## VOLUSIA REV PAR BY AREA SECTORS - DECEMBER 2017 - 2019



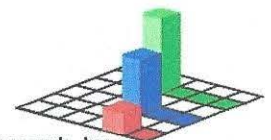
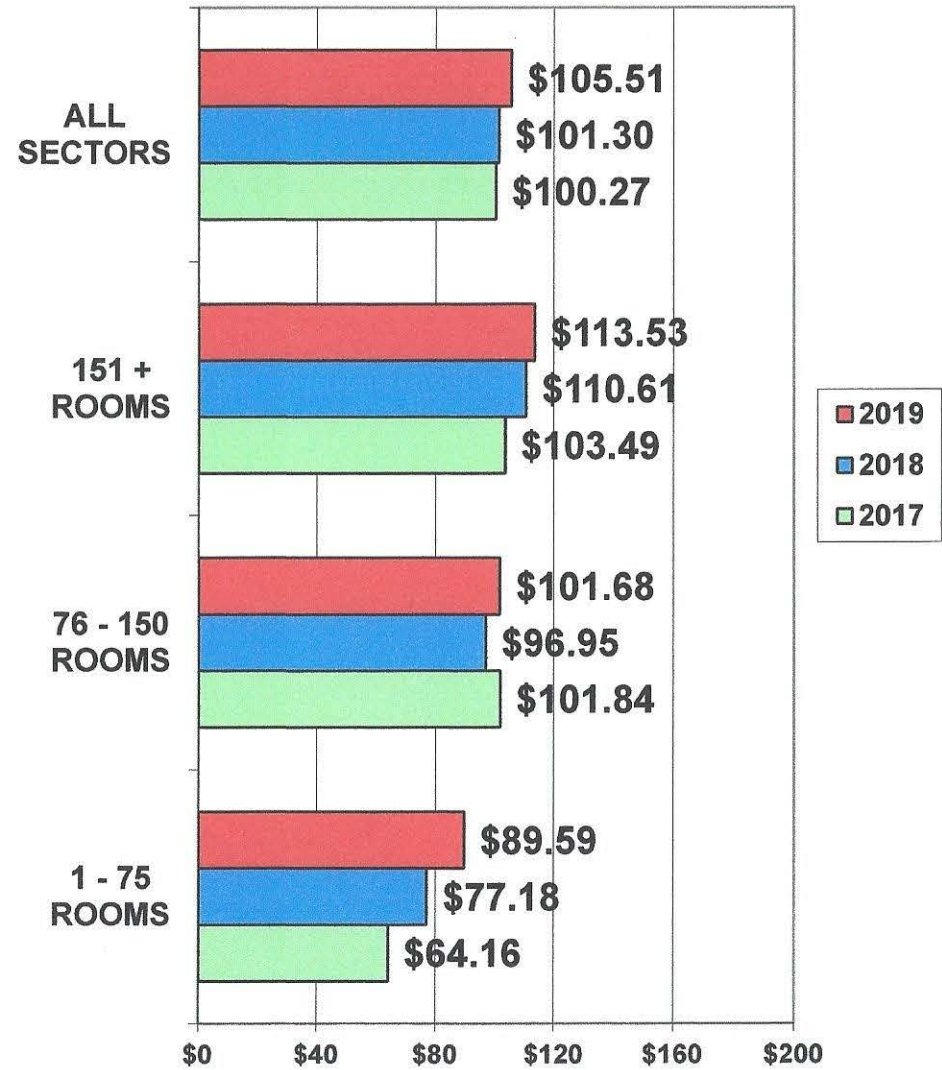
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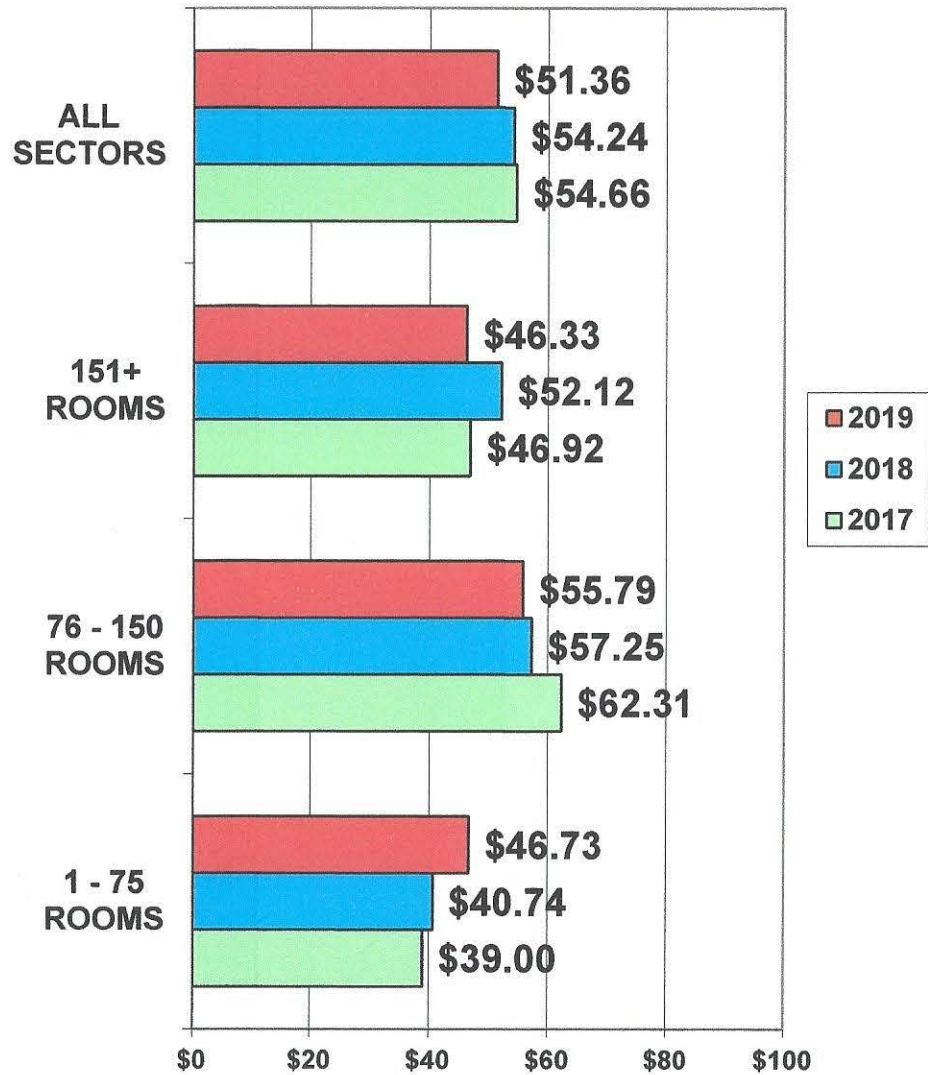
### VOLUSIA OCCUPANCY BY PROPERTY SIZE - DECEMBER 2017 - 2019



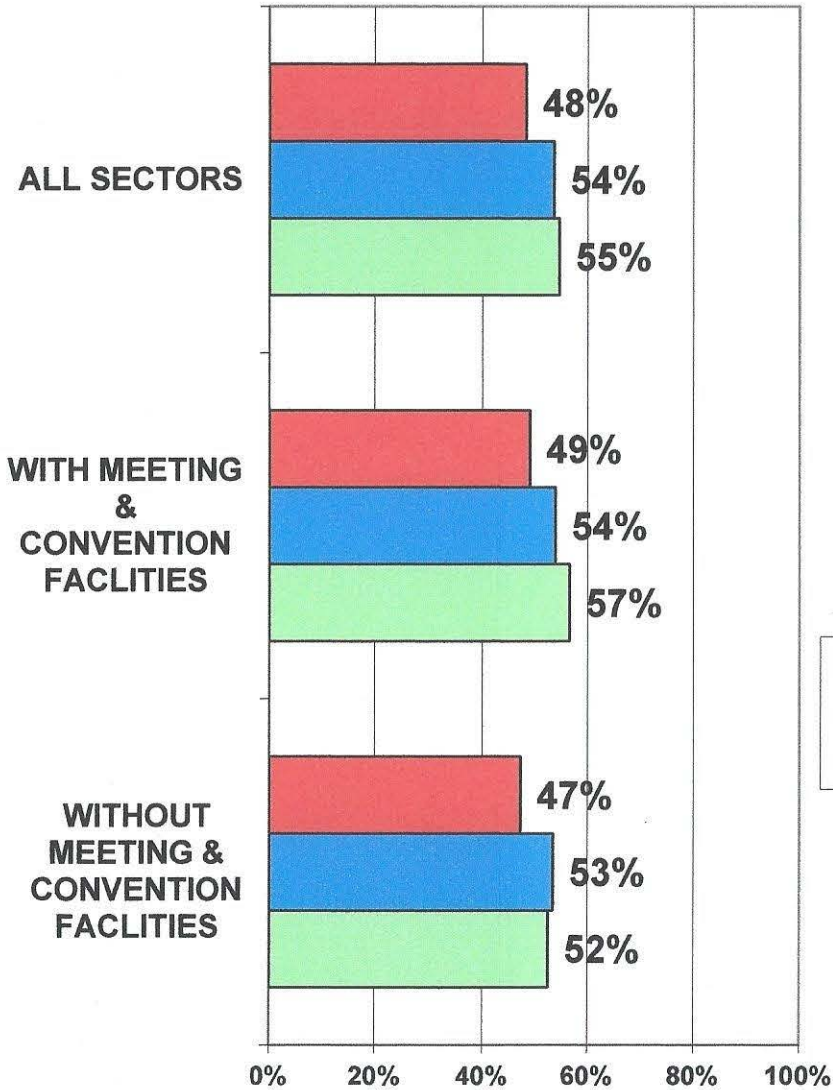
### VOLUSIA AVERAGE DAILY RATE BY PROPERTY SIZE - DECEMBER 2017 - 2019



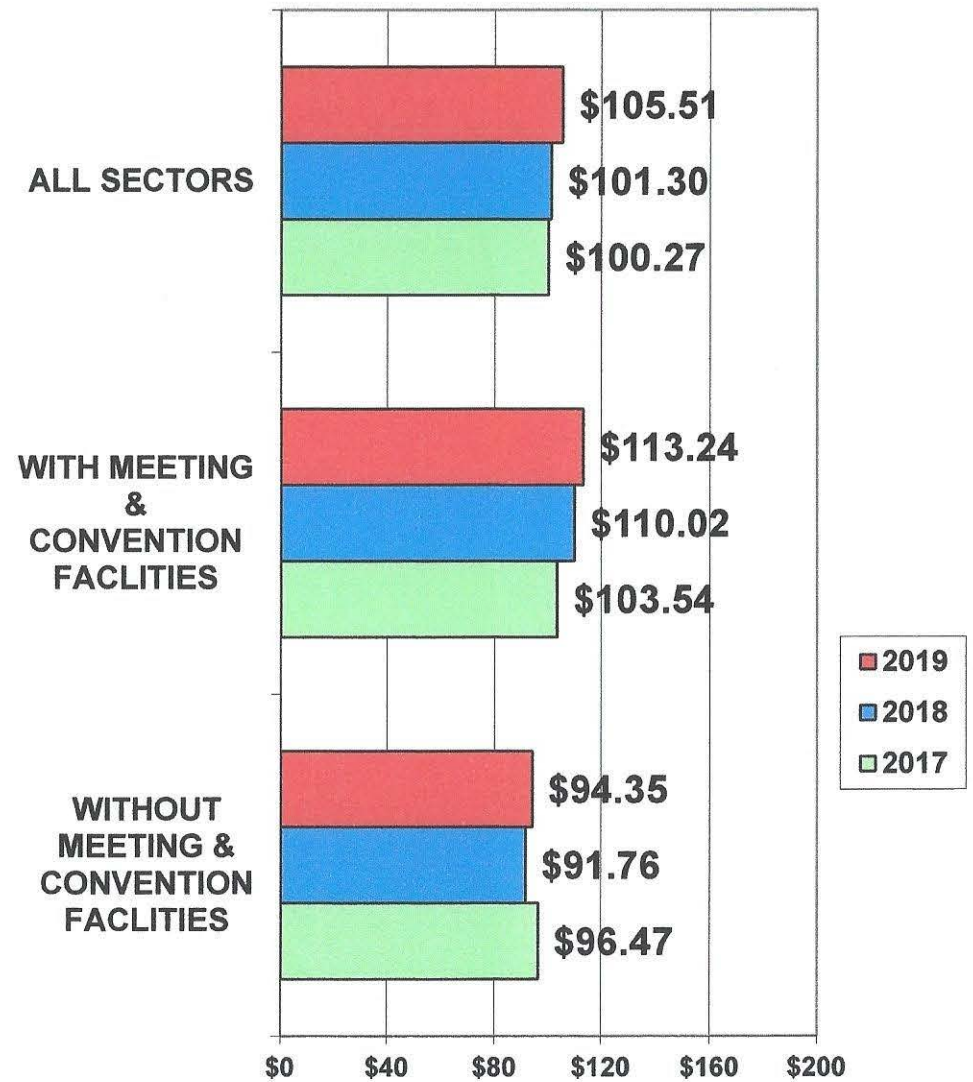
## VOLUSIA REV/PAR BY PROPERTY SIZE - DECEMBER 2017 - 2019



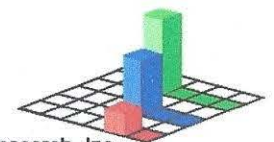
**VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - DECEMBER 2017 - 2019**



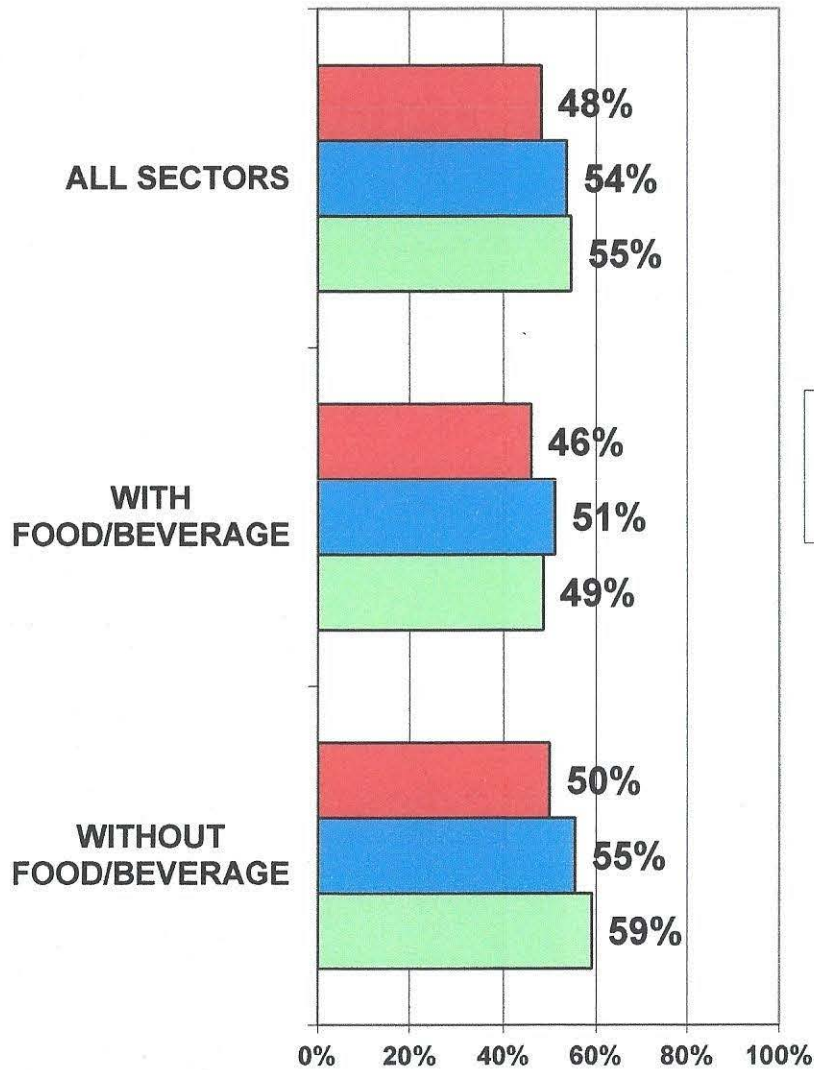
**VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - DECEMBER 2017 - 2019**



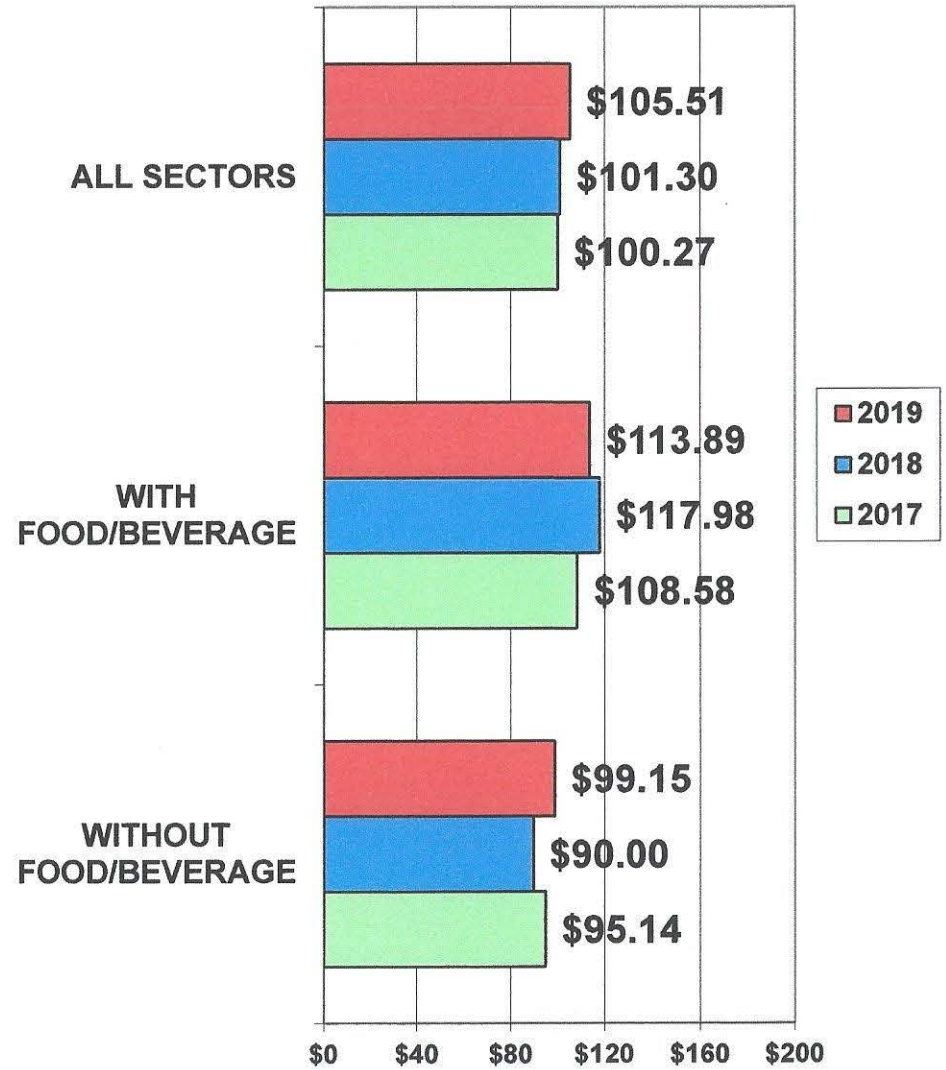
**VOLUSIA REV/PAR BY  
MEETING & CONVENTION  
FACILITIES - DECEMBER 2017 - 2019**



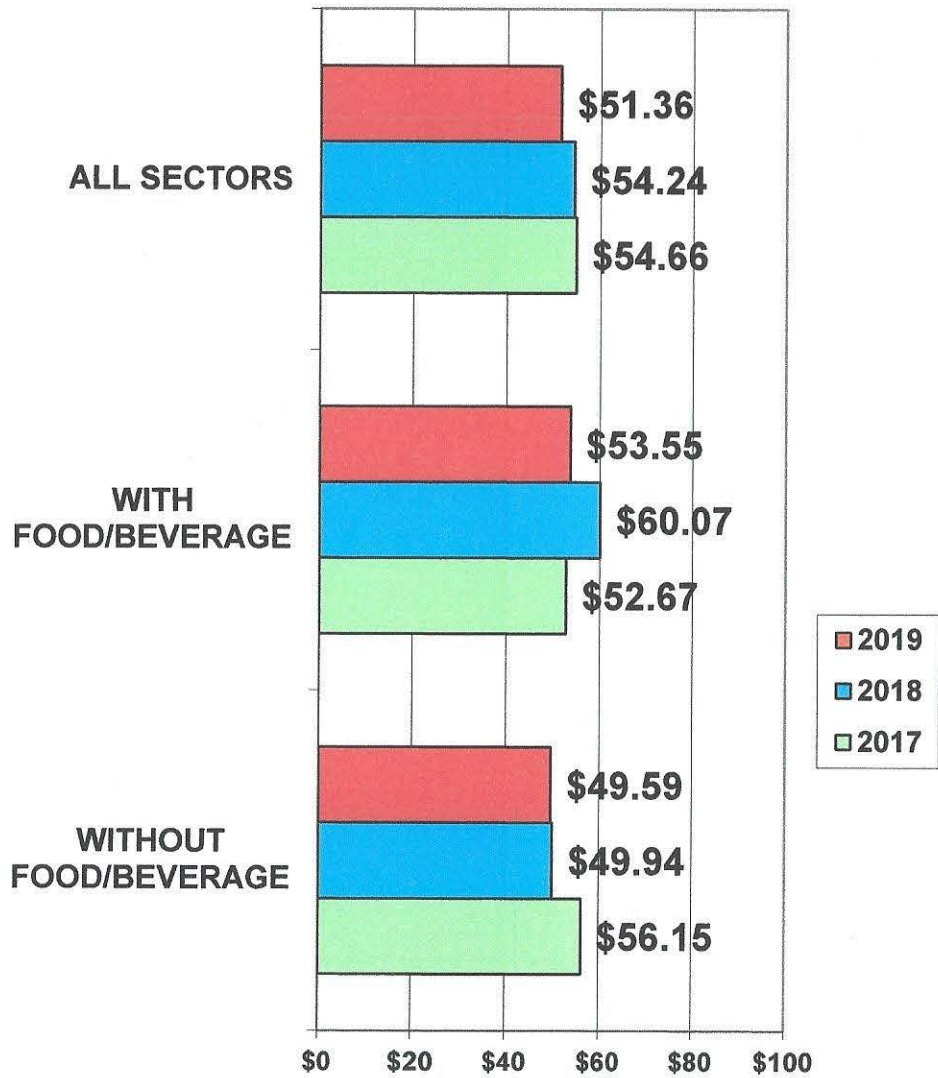
**VOLUSIA OCCUPANCY BY  
FOOD/BEVERAGE -  
DECEMBER 2017 - 2019**



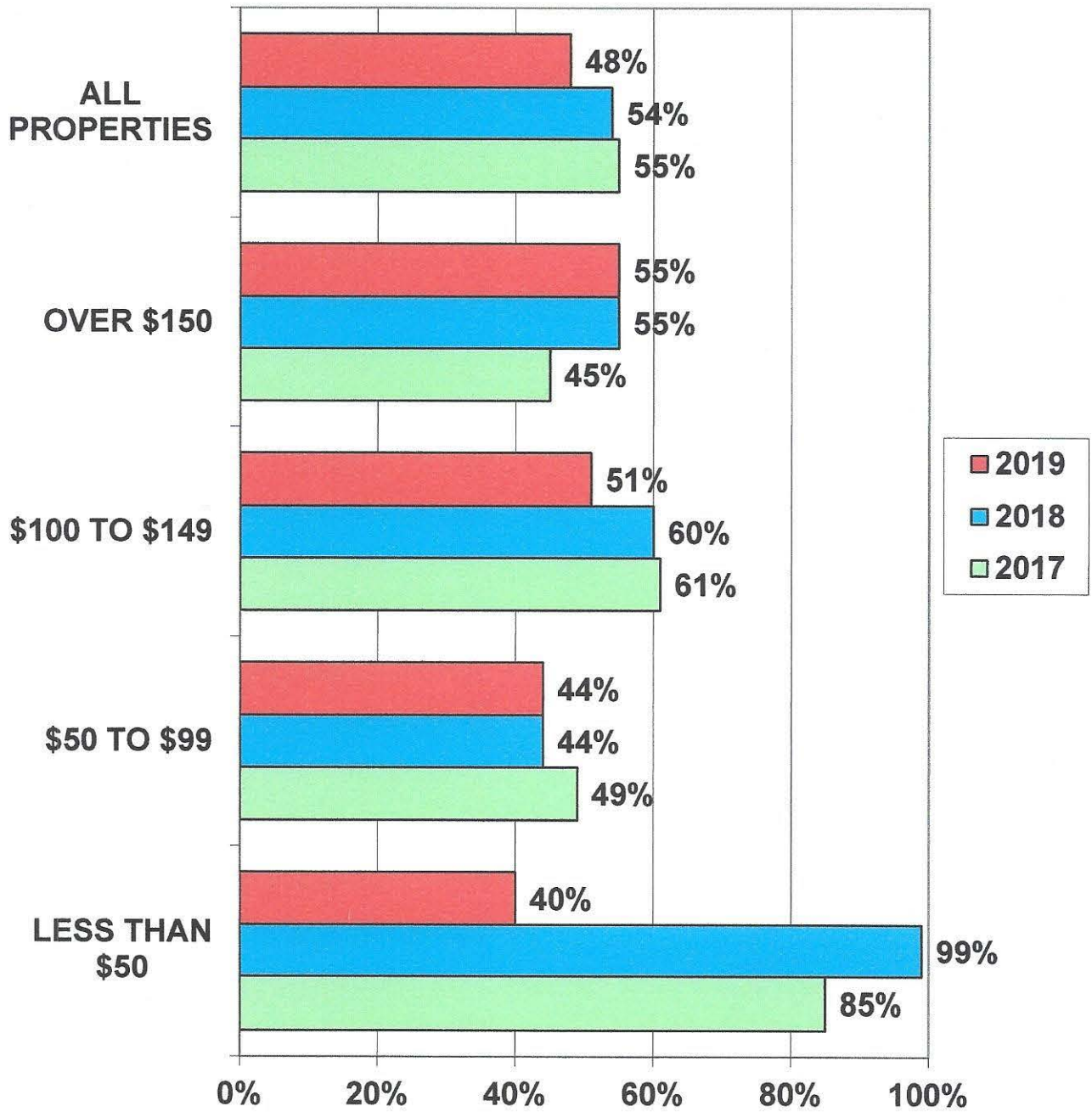
**VOLUSIA AVERAGE DAILY RATE BY  
FOOD/BEVERAGE  
DECEMBER 2017 - 2019**



# VOLUSIA REV/PAR BY FOOD/BEVERAGE - DECEMBER 2017 - 2019



## VOLUSIA HOTEL/MOTEL OCCUPANCY BY PRICE RANGE - DECEMBER 2017 - 2019



Mid-Florida Marketing & Research, Inc.



**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	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	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
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
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
<b>DAYTONA BEACHSIDE</b>													
BEST WESTERN DAYTONA INN SEABREEZE	96	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
HARD ROCK HOTEL	200	X	X	X	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 & SUITES 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	X	X	X	X
PLAZA RESORT & SPA	322	X	X	X	X	X	X	X	X	X	X	X	X
SILVER BEACH CLUB	74	X	X			X							
WYNDHAM OCEAN WALK	127	X	X		X	X		X	X	X			



**PARTICIPATING PROPERTIES  
BY AREA SECTOR**

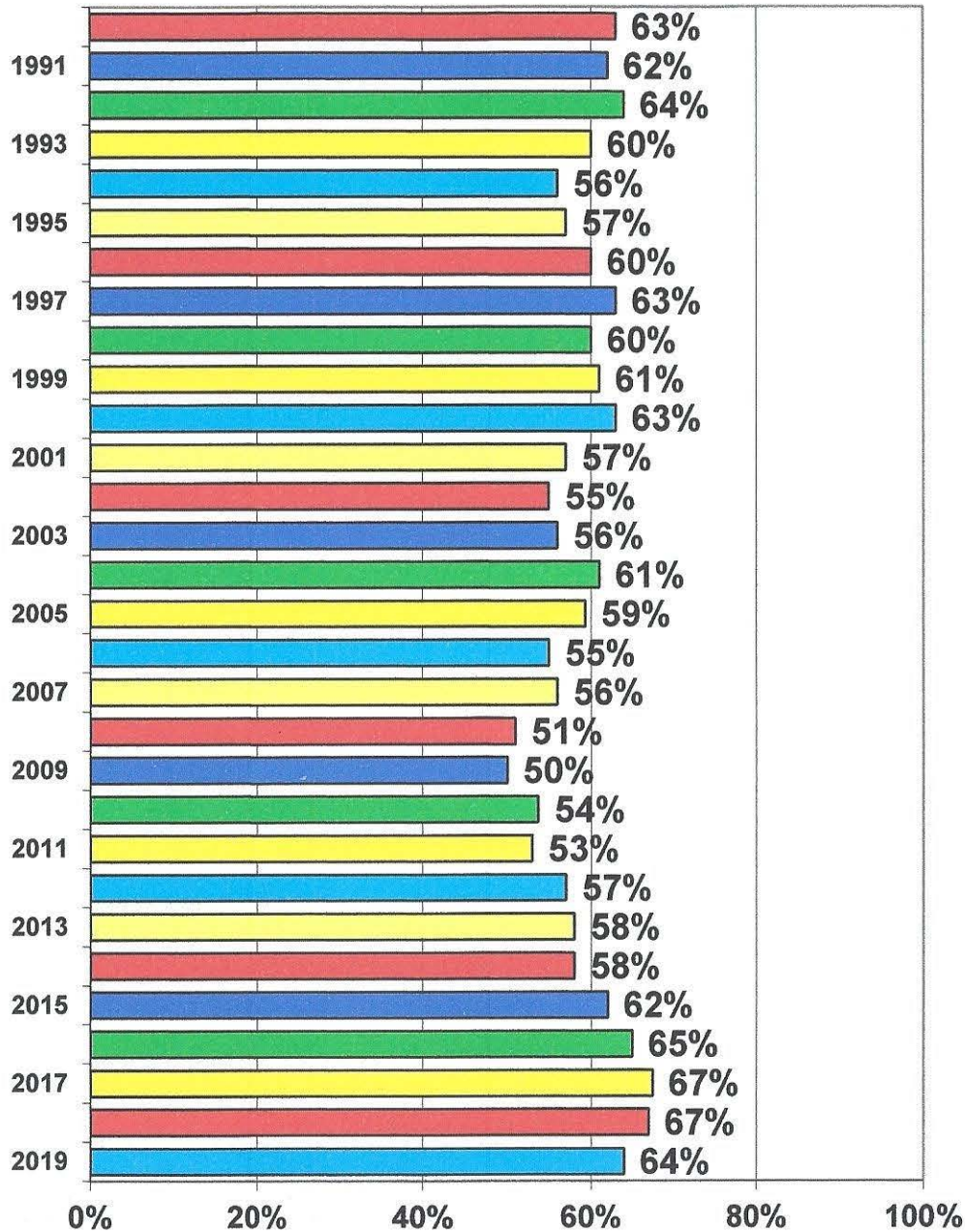
**MONTHS REPORTING 2019**

	<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	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
<b>HIGHWAY I-95 INTERSECTIONS</b>													
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	X
CLARION INN DESTINATION DAYTONA	79		X	X	X		X	X	X	X	X	X	X
LA QUINTA INN	143		X	X	X	X	X		X	X	X	X	X
SLEEP INN	82	X	X	X	X	X	X	X	X	X	X	X	X
<b>AIRPORT/SPEEDWAY DISTRICT</b>													
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	X
QUALITY INN DAYTONA	64	X	X	X	X	X	X	X	X	X	X	X	X
<b>WEST VOLUSIA</b>													
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
COURTYARD DELAND	104			X	X	X	X	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	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
<b>SE VOLUSIA</b>													
BEST WESTERN HOTEL	101	X	X	X	X	X	X	X	X	X			
COASTAL WATERS INN	40		X		X	X	X	X					
*COUNTRY INN & SUITES PORT ORANGE	87	X	X	X	X	X	X	X	X	X	X	X	X
HAMPTON INN	122	X	X	X			X						
INN ON THE AVENUE	6		X	X	X	X		X			X	X	X
OCEAN TRILLIUM SUITES	32	X	X	X	X	X	X	X			X	X	X
SPRINGHILL SUITES	114			X	X	X	X	X	X	X	X		X

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

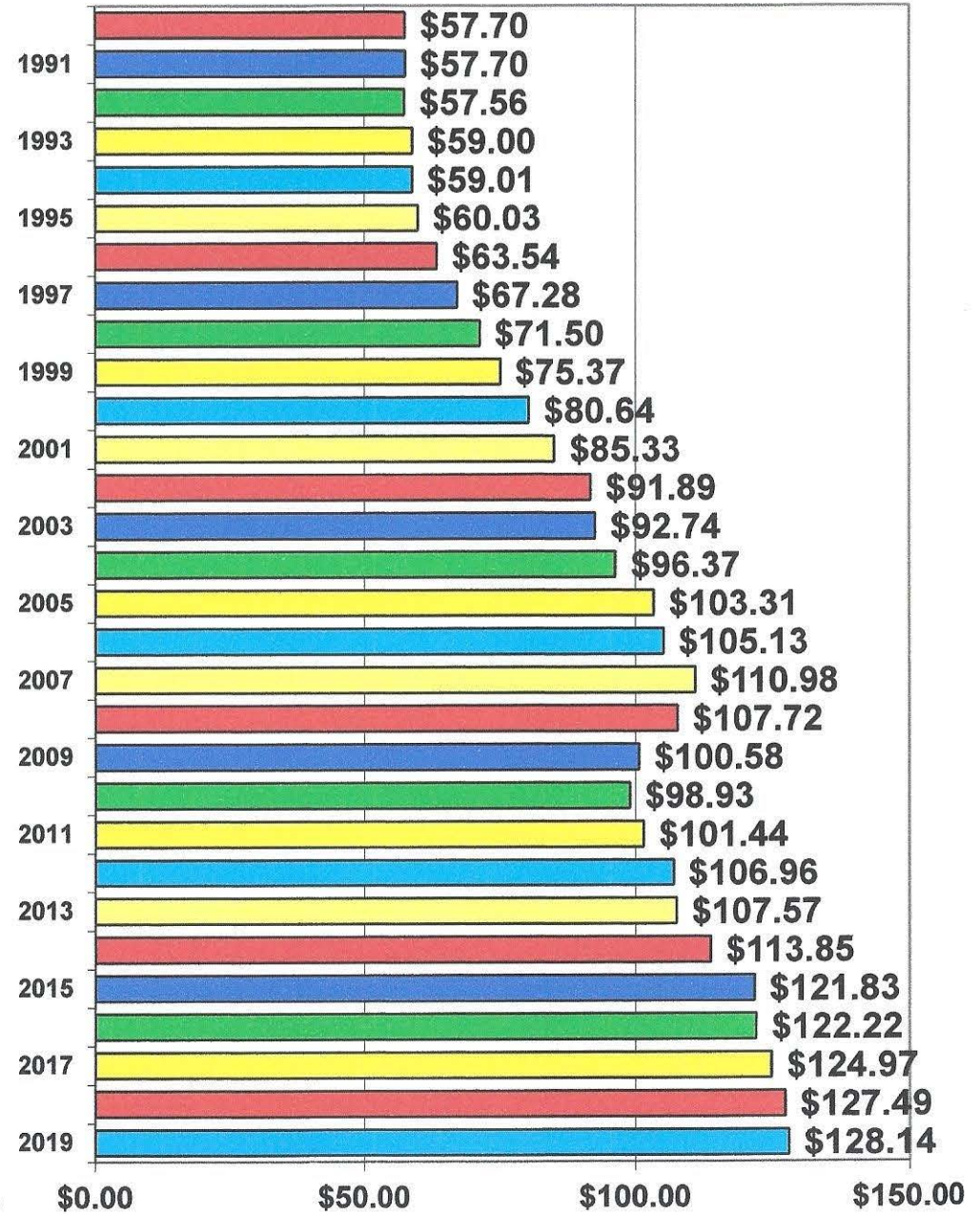


## HALIFAX AREA ANNUAL OCCUPANCY 1990 - 2019



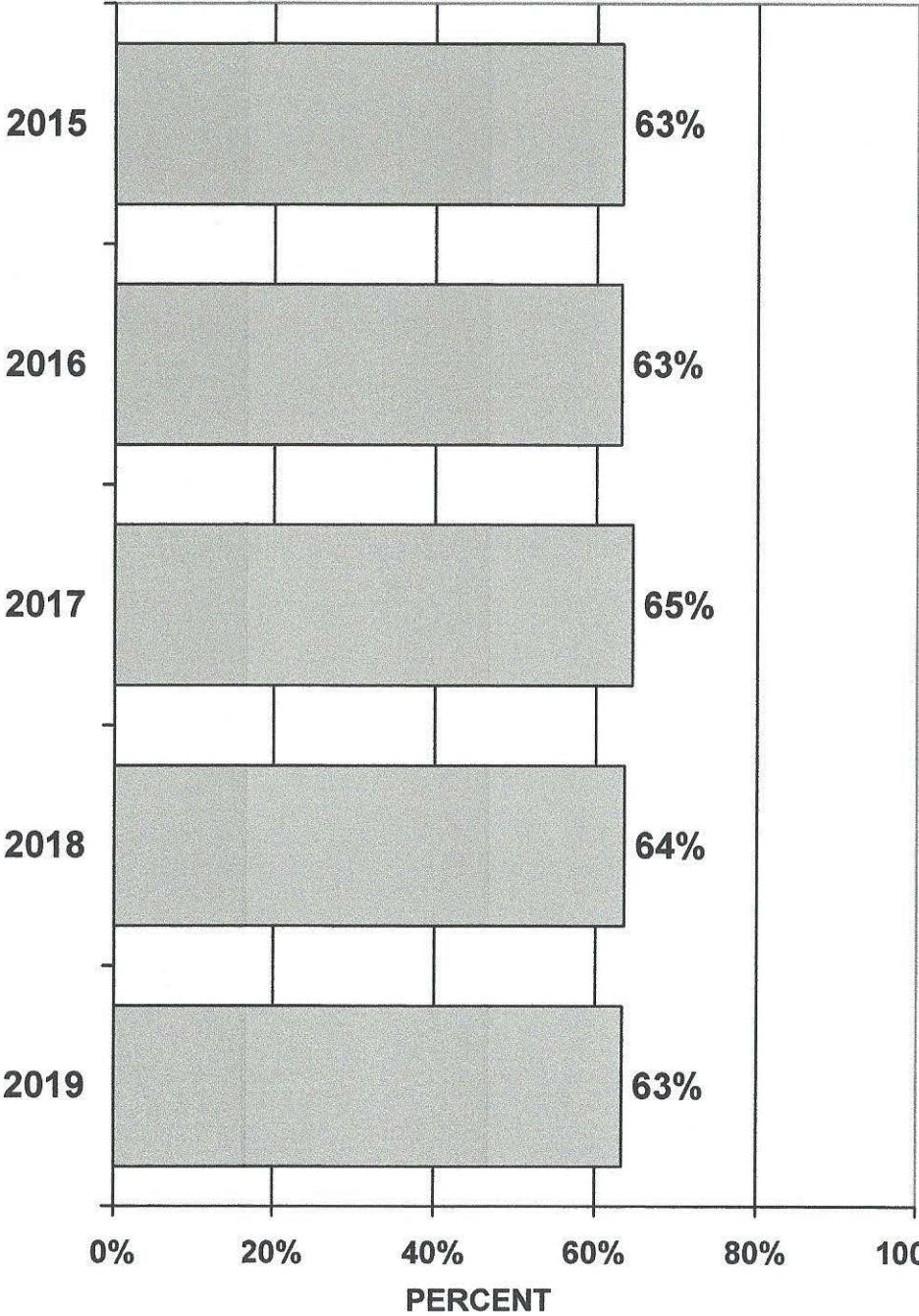
PERCENT

## HALIFAX AREA ANNUAL AVERAGE DAILY RATE 1990 - 2019

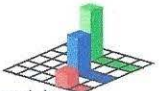
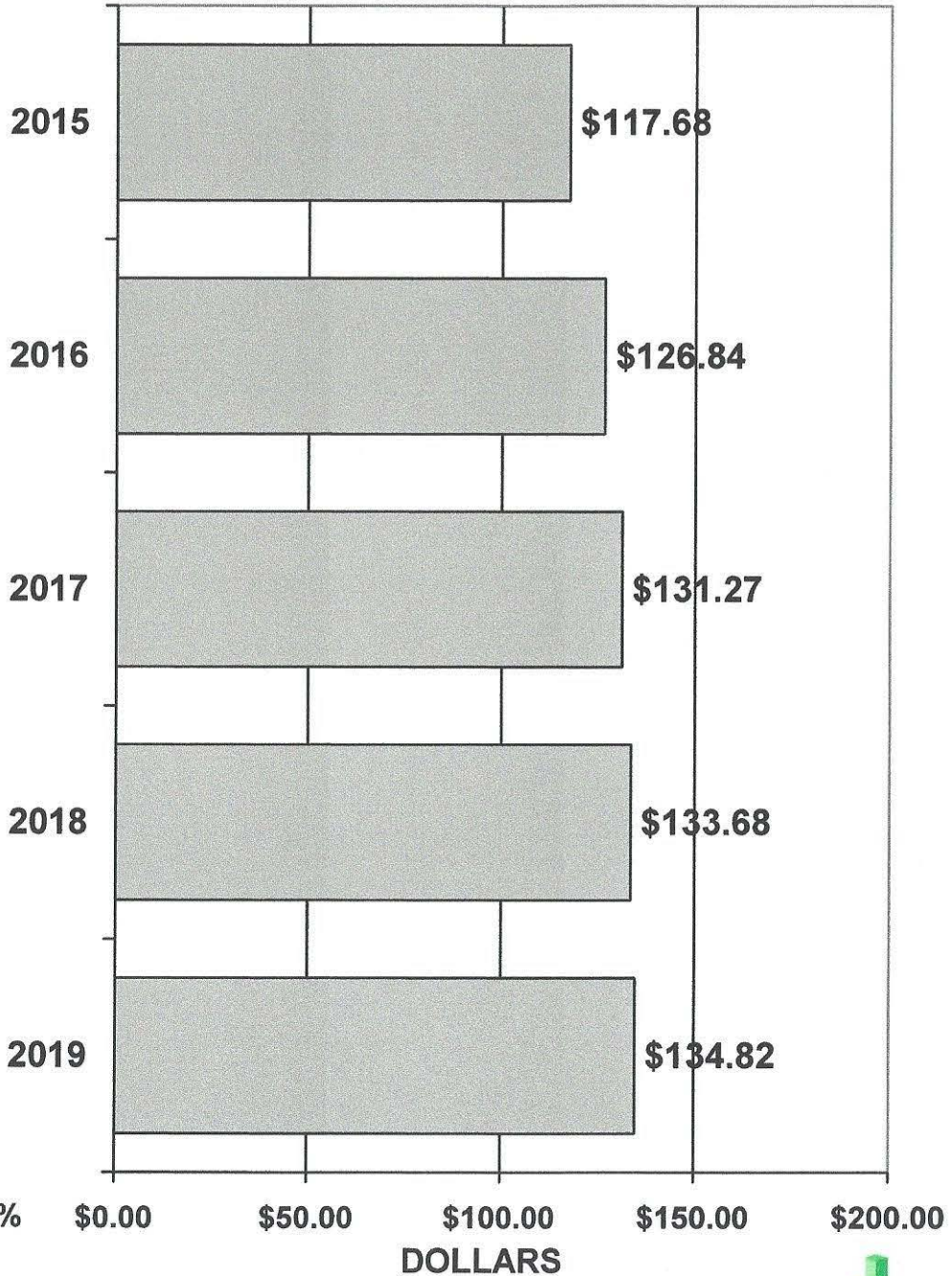


DOLLARS

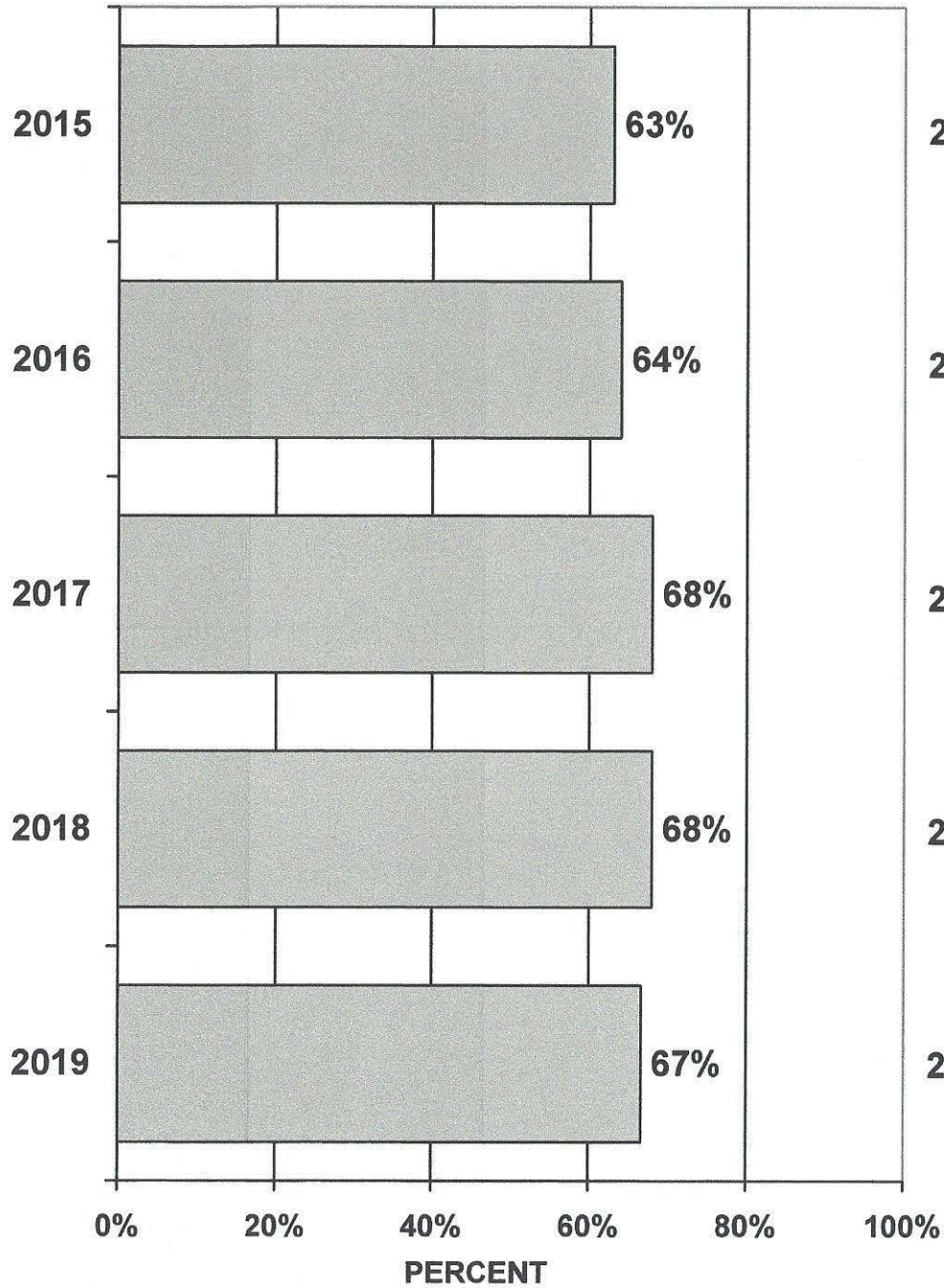
**DAYTONA BEACH SHORES ANNUAL  
OCCUPANCY 2015 - 2019**



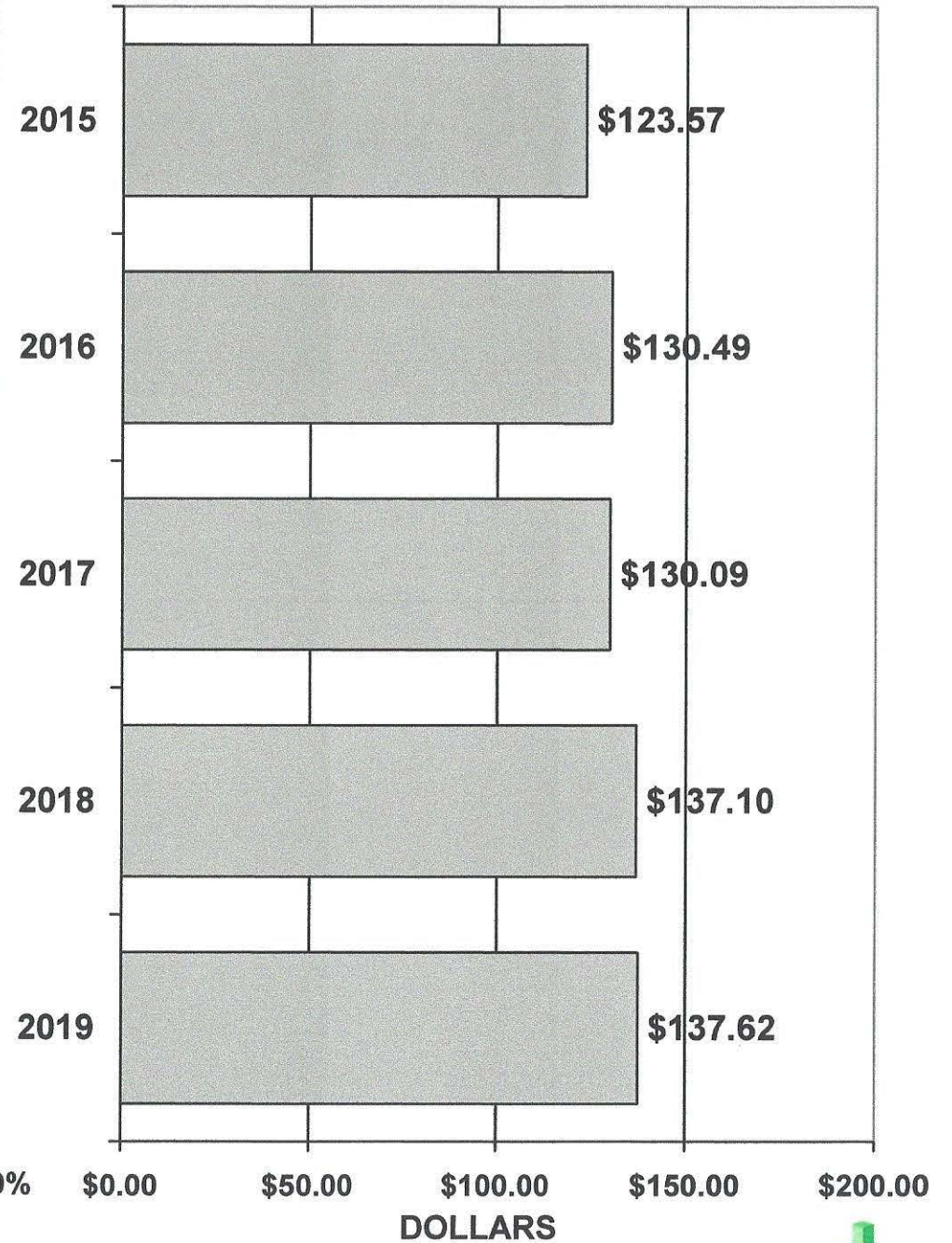
**DAYTONA BEACH SHORES ANNUAL  
AVERAGE DAILY RATE 2015 - 2019**



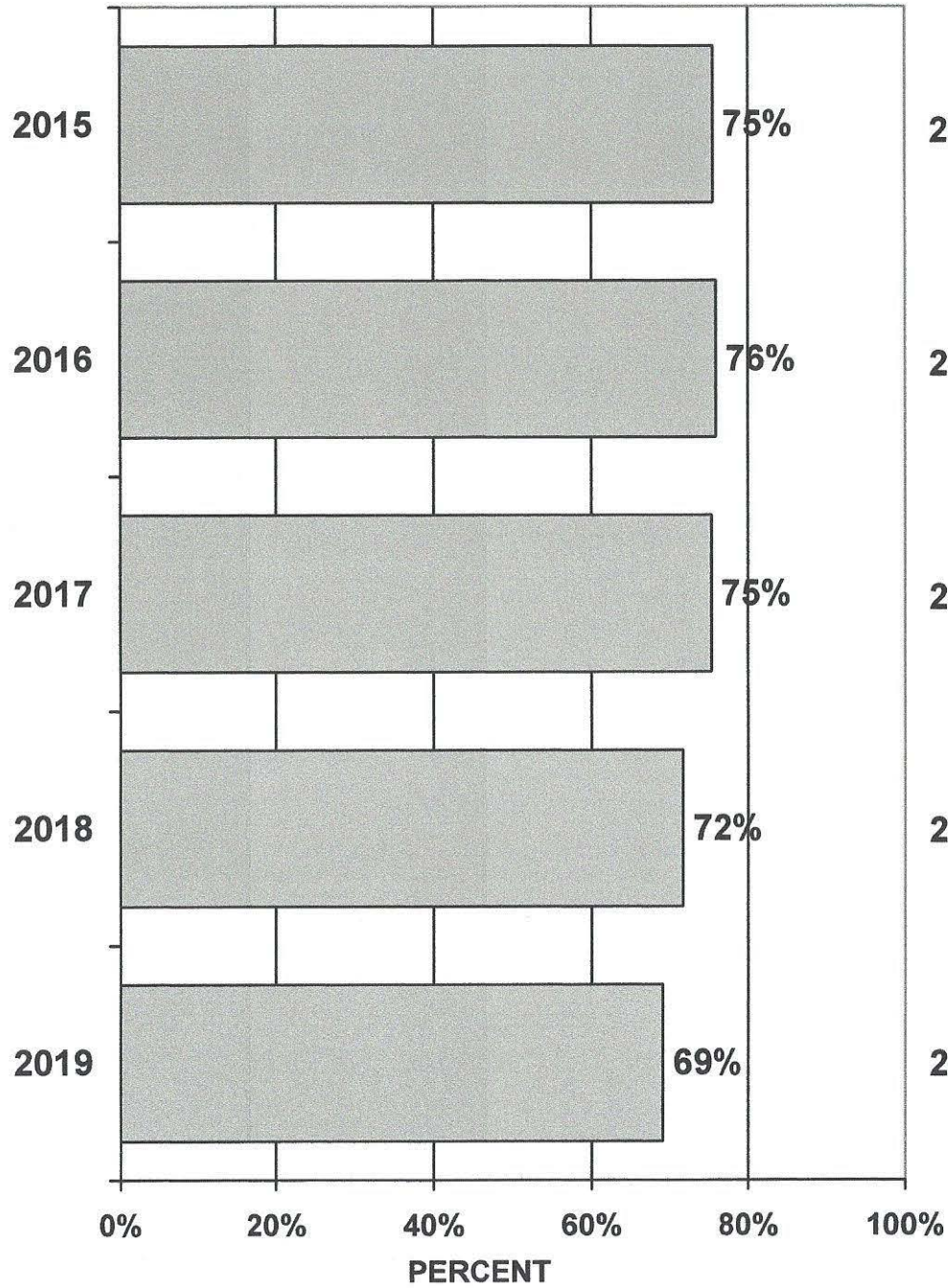
**BEACHSIDE DAYTONA BEACH ANNUAL  
OCCUPANCY 2015 - 2019**



**BEACHSIDE DAYTONA BEACH ANNUAL  
AVERAGE DAILY RATE 2015 - 2019**



**AIRPORT/SPEEDWAY ANNUAL  
OCCUPANCY 2015 - 2019**



**AIRPORT/SPEEDWAY ANNUAL  
AVERAGE DAILY RATE 2015 - 2019**

