

Memo

To: HAAA
From: Evelyn Fine
Date: August 29, 2018
Subject: July 2018 Occupancy & Average Daily Rate Report

Overall Daytona Beach Area Occupancy decreased almost 2%, to 82% in July 2018 from 83% in July 2017.

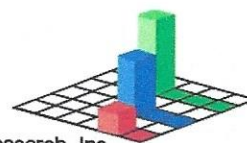
The Daytona Beach Area Average Daily Rate increased about 4%, to \$144.48 in July 2018 from \$139.42 in July 2017.

The Daytona Beach Area Revenue per Available Room increased about 2%, to \$118.09 in July 2018 from \$116.28 in July 2017.

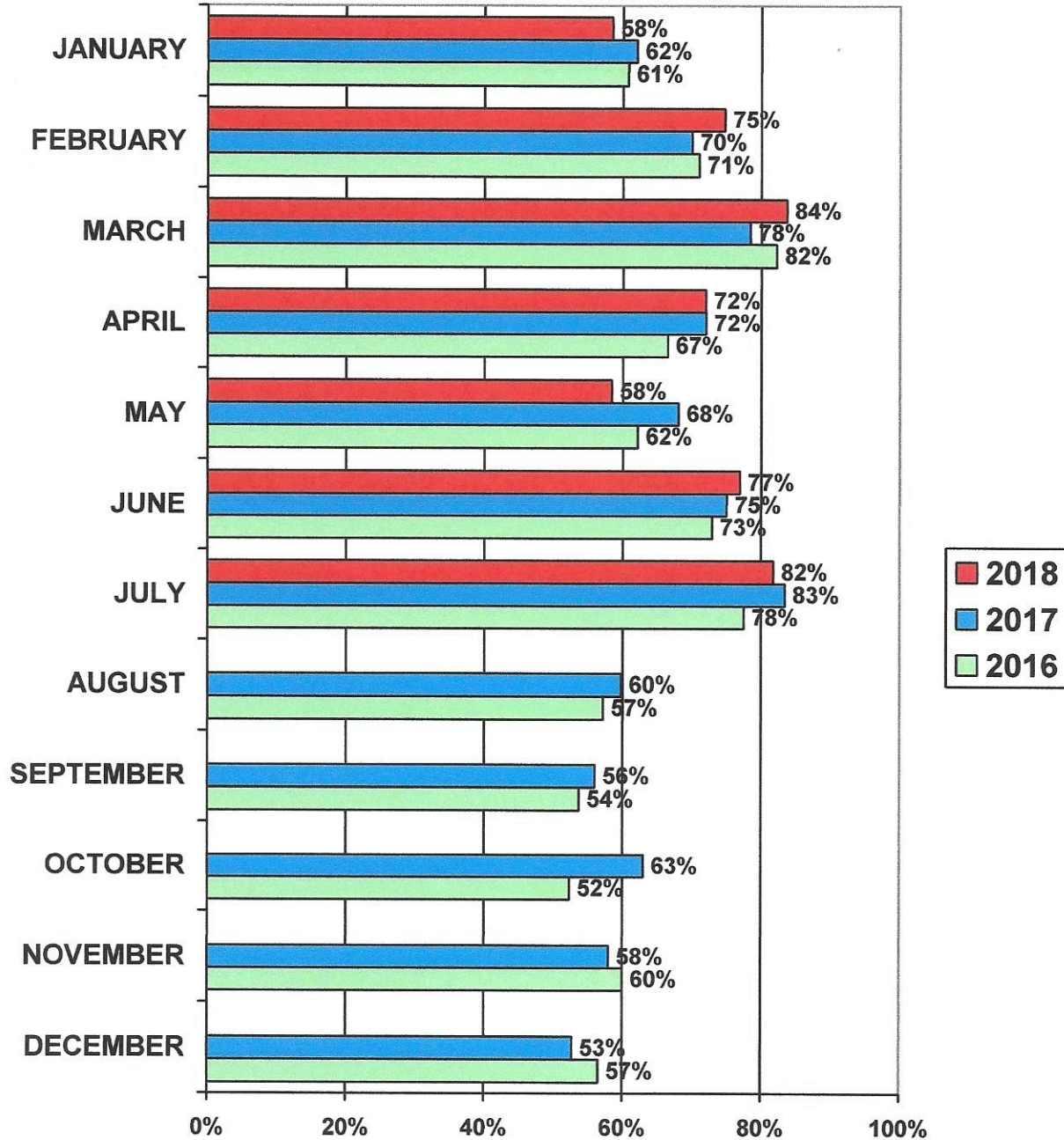
The 4th of July, the Shriner's Imperial Session, events at the Speedway, and very rainy weather were all contributing factors during July 2018

A few hotels were still not operating at 100%.

EF/LK



HALIFAX AREA HOTEL/MOTEL OCCUPANCY 2016 - 2018

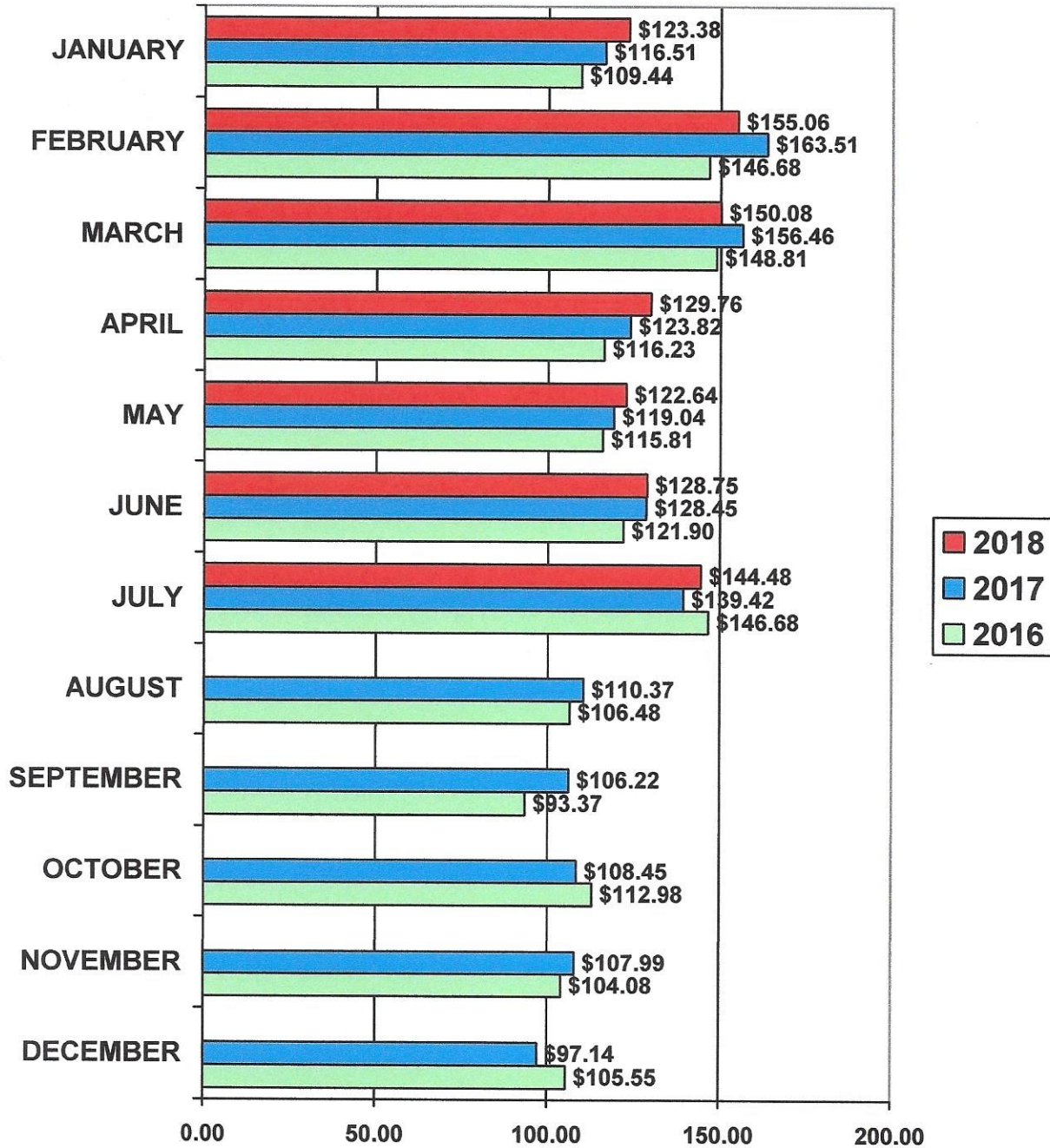


2018 YTD AVG. 72%
2017 YTD AVG. 73%
2016 YTD AVG. 70%

JULY 2018 HIGH 100%
JULY 2018 LOW 7%



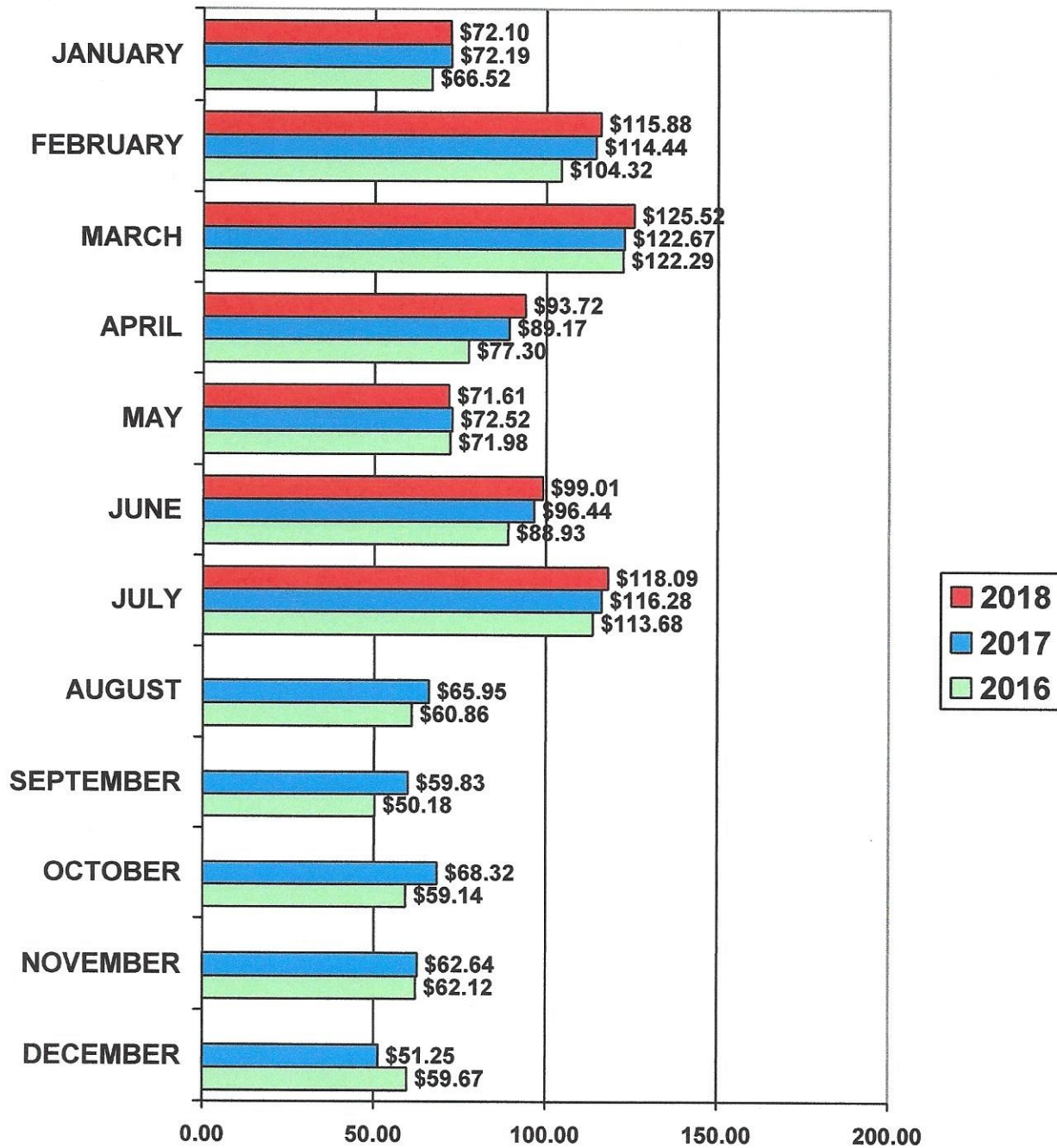
HALIFAX AREA HOTEL/MOTEL AVERAGE DAILY RATE 2016 - 2018



2018 YTD AVG. \$137.40 JULY 2018 HIGH \$ 290.06
 2017 YTD AVG. \$135.93 JULY 2018 LOW \$ 76.06
 2016 YTD AVG. \$130.74



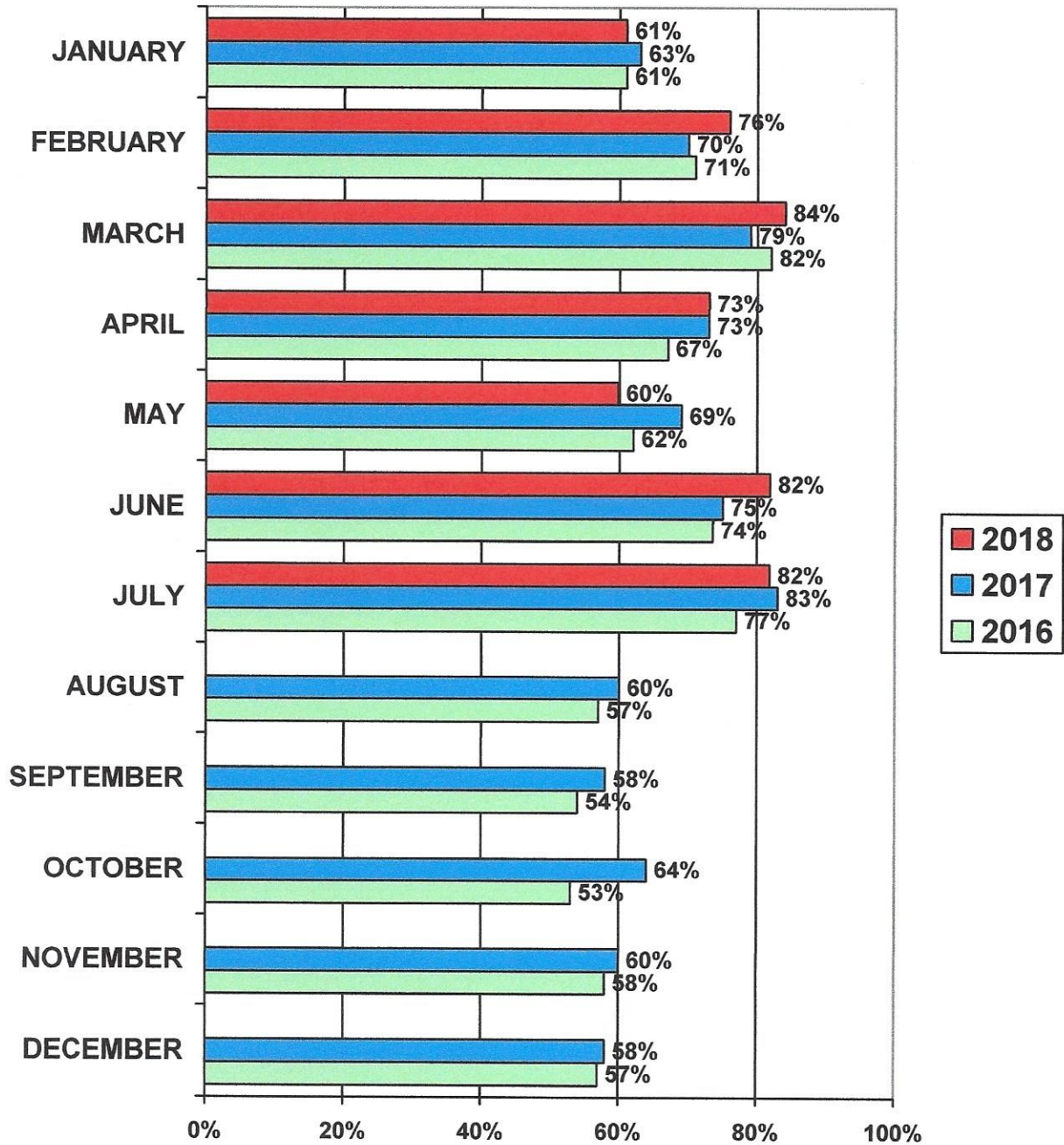
HALIFAX AREA HOTEL/MOTEL REV PAR BY MONTH 2016 - 2018



2018 YTD AVG. \$ 99.40
 2017 YTD AVG. \$ 97.37
 2016 YTD AVG. \$ 92.08

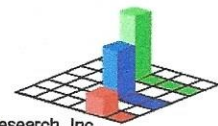


VOLUSIA HOTEL/MOTEL OCCUPANCY 2016 - 2018

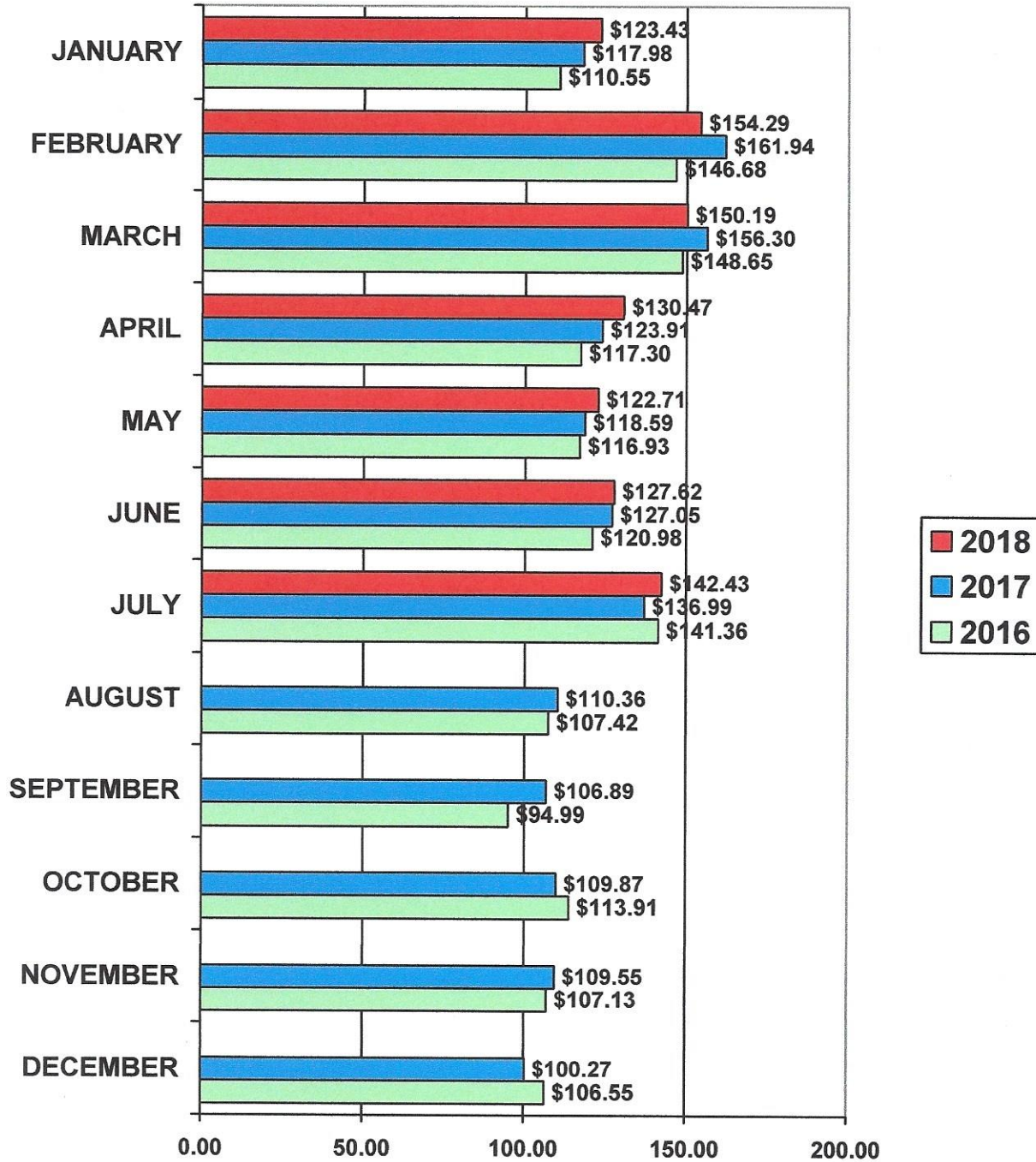


2018 YTD AVG. 73%
 2017 YTD AVG. 73%
 2016 YTD AVG. 71%

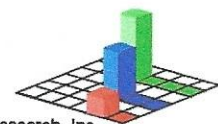
JULY 2018 HIGH 100%
 JULY 2017 LOW 7%



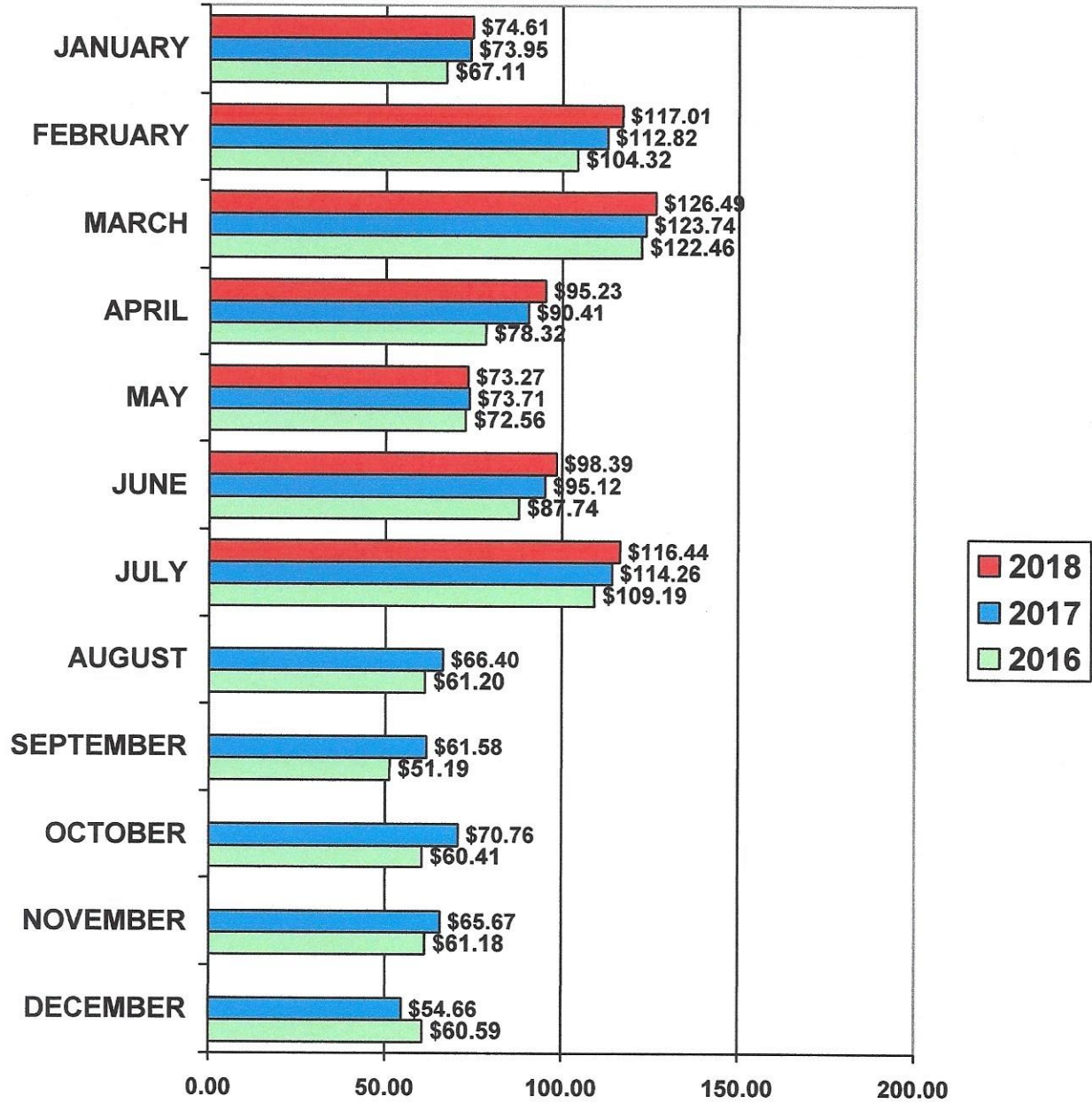
VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2016 - 2018



2018 YTD AVG. \$136.85 JULY 2018 HIGH \$ 290.06
 2017 YTD AVG. \$135.07 JULY 2018 LOW \$ 76.06
 2016 YTD AVG. \$130.20



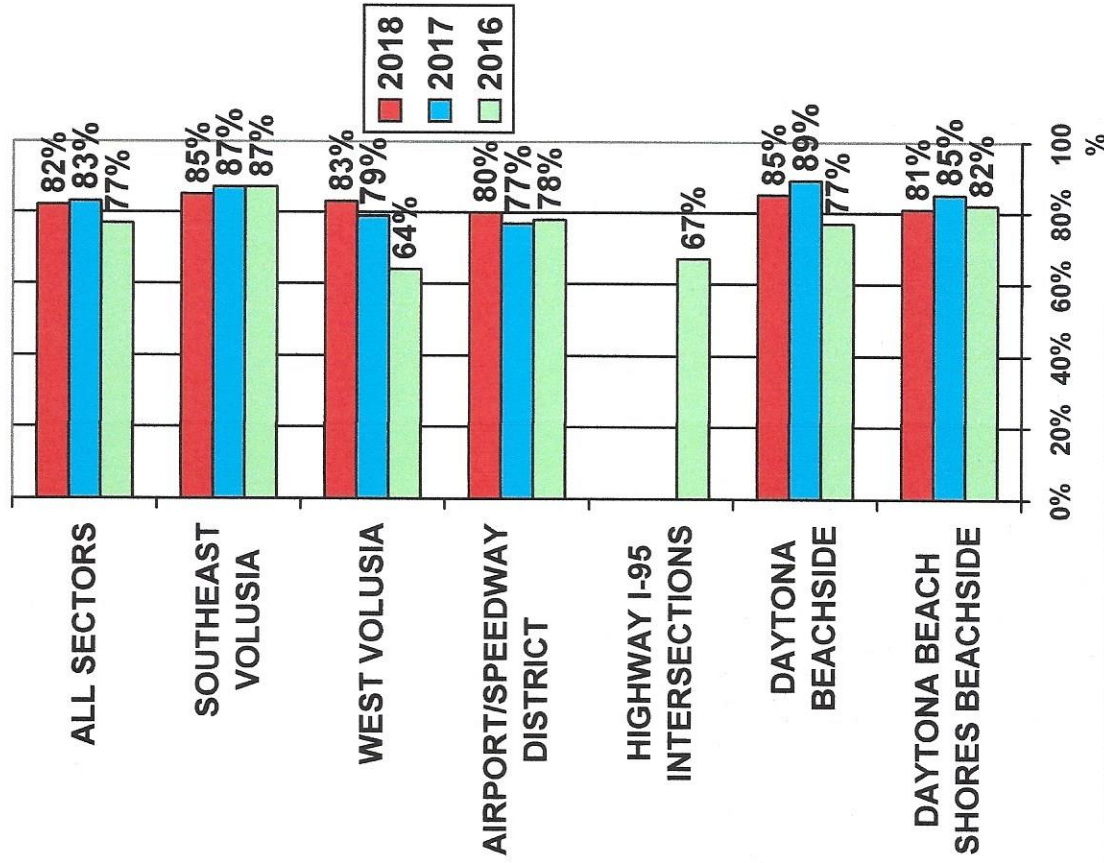
VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2016 - 2018



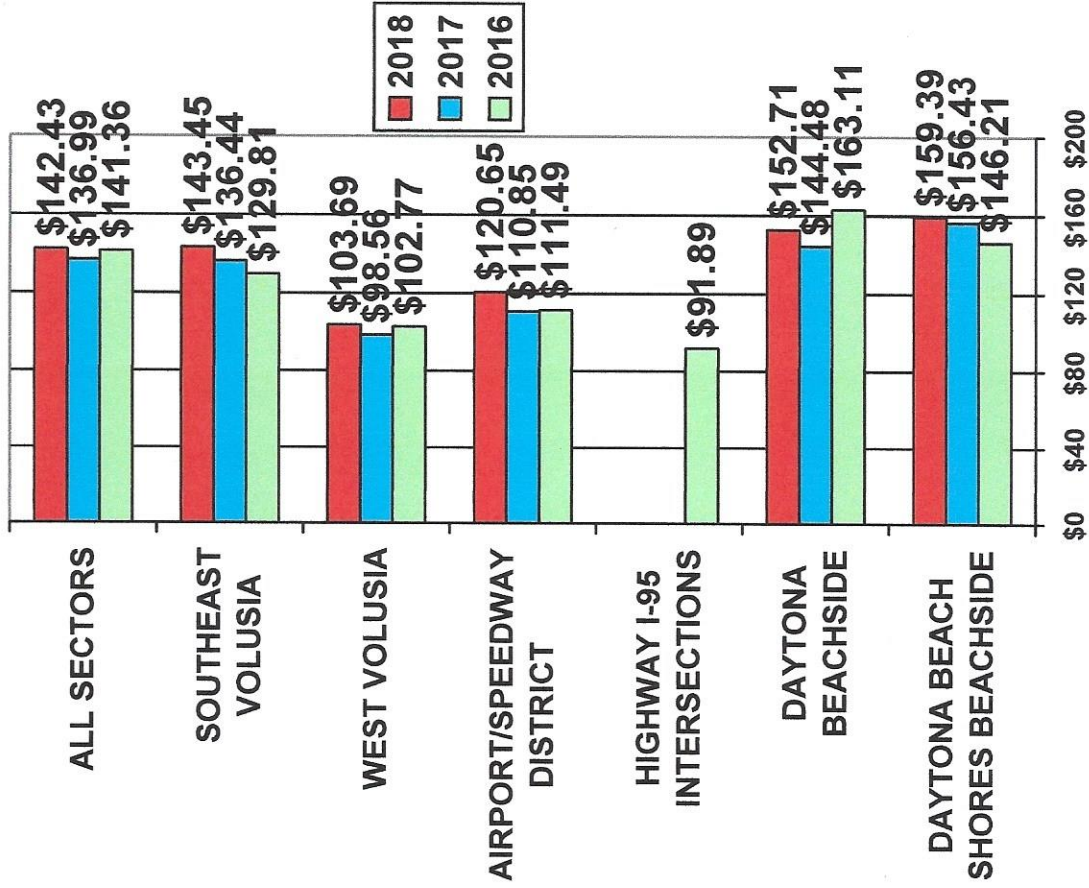
2018 YTD AVG. \$ 100.12
2017 YTD AVG. \$ 97.40
2016 YTD AVG. \$ 91.75



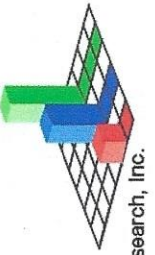
VOLUSIA OCCUPANCY BY AREA SECTORS - JULY 2016 - 2018



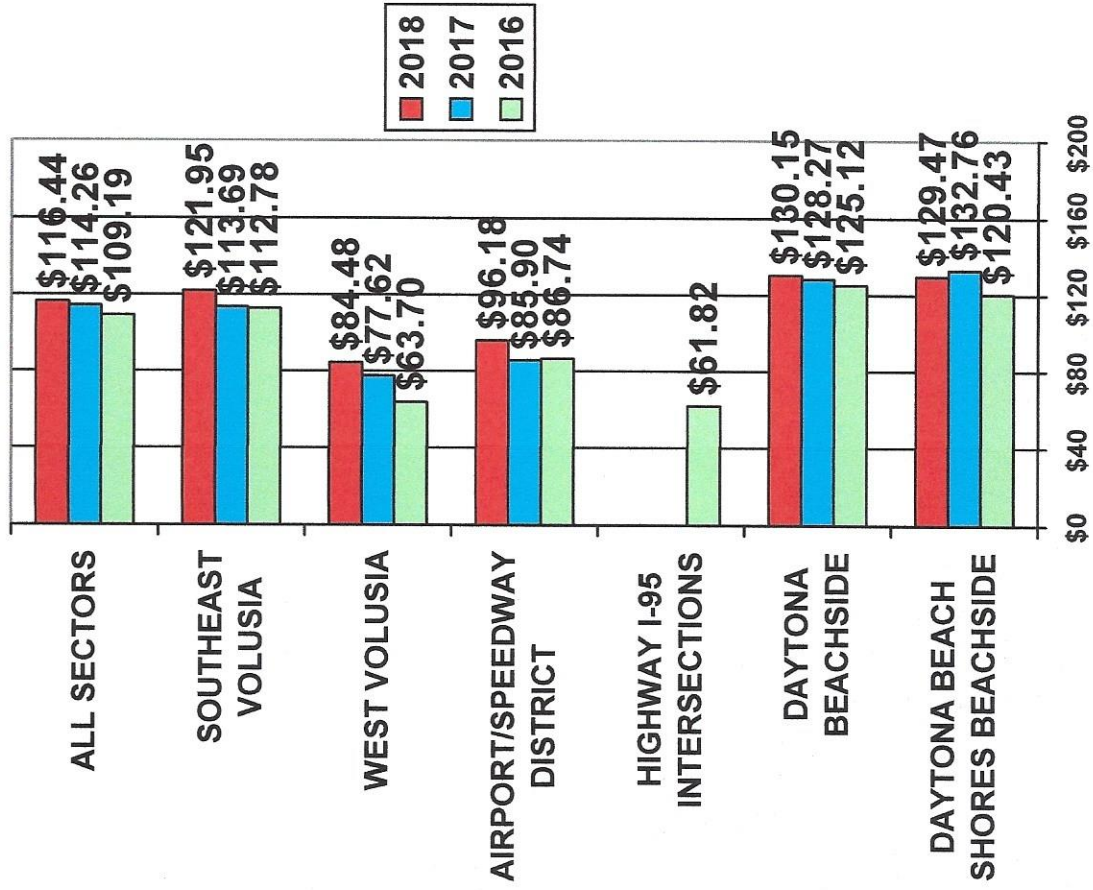
VOLUSIA AVERAGE DAILY RATE BY AREA SECTORS - JULY 2016 - 2018



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

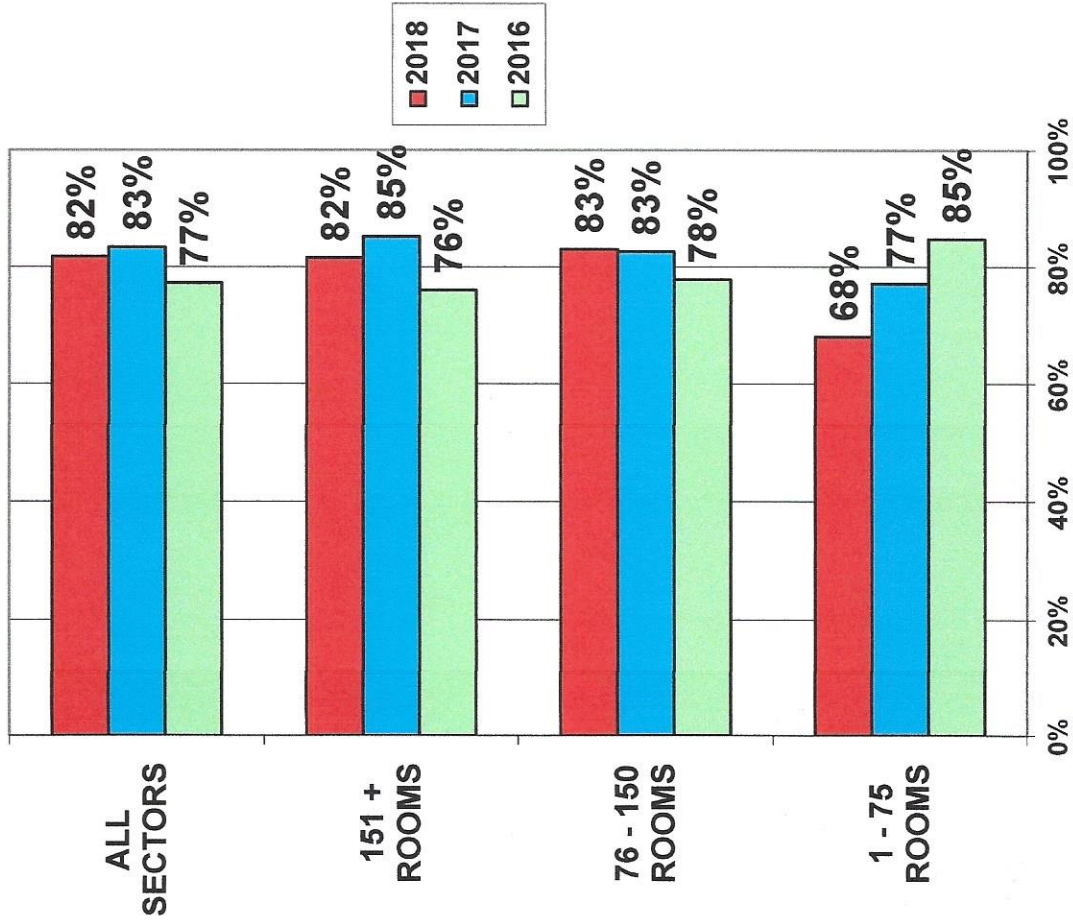


**VOLUSIA AVERAGE DAILY RATE
BY AREA SECTORS -
JULY 2016 - 2018**

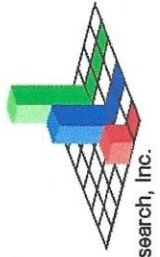
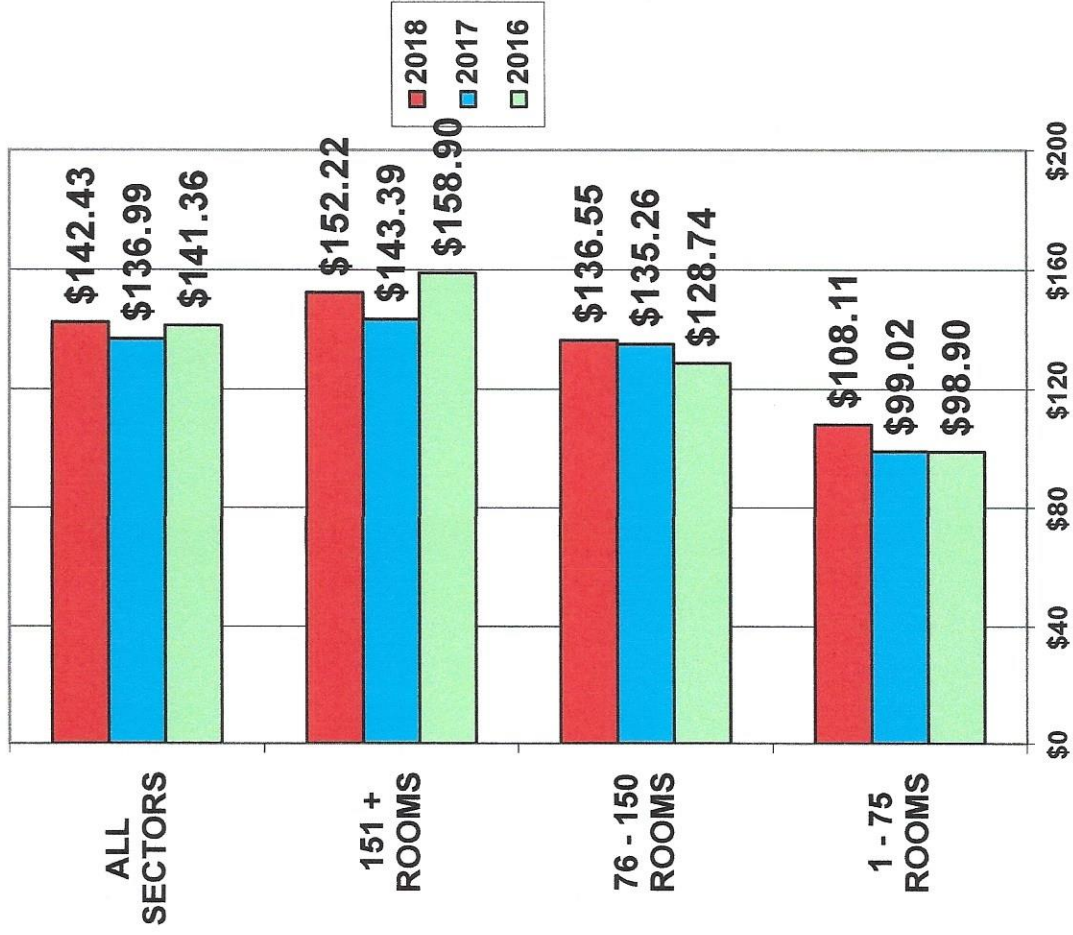


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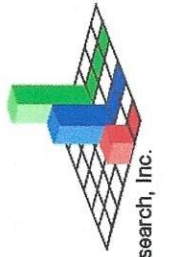
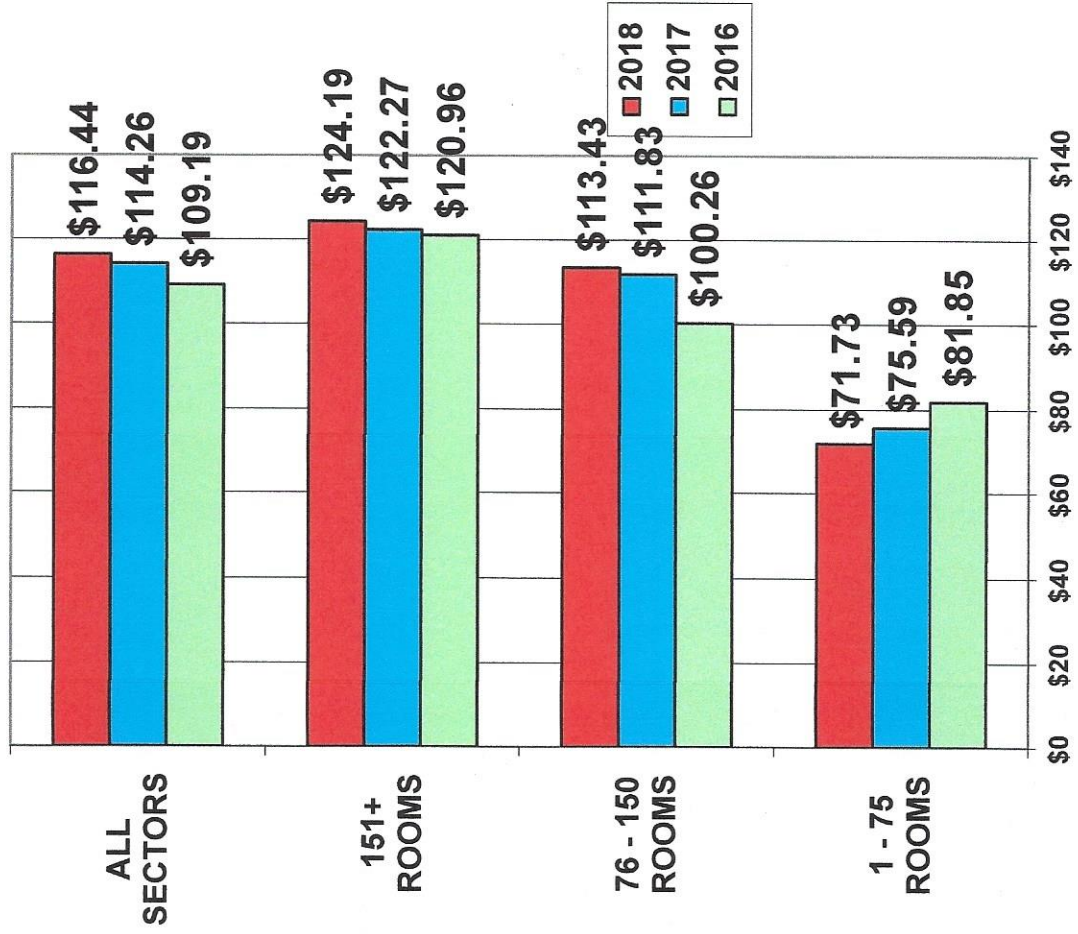
**VOLUSIA OCCUPANCY BY
PROPERTY SIZE -
JULY 2016 - 2018**



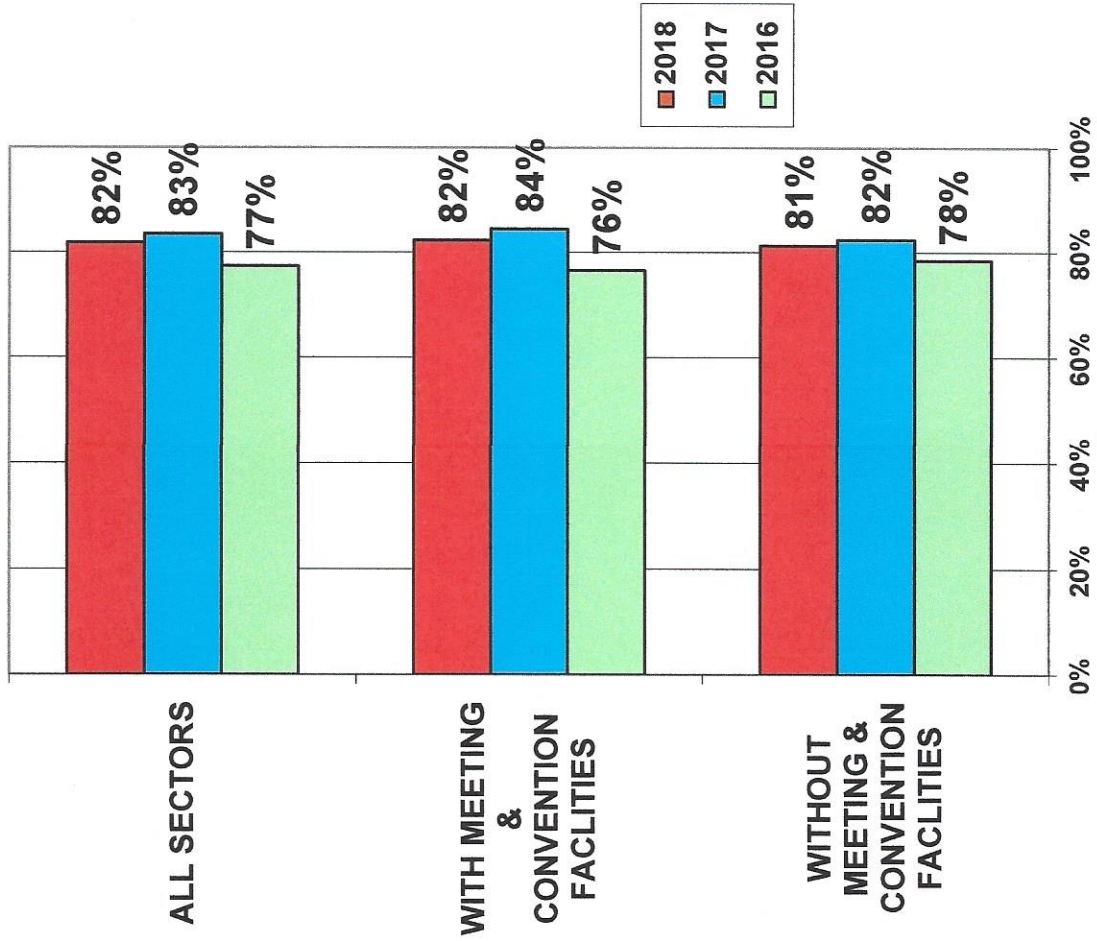
**VOLUSIA AVERAGE DAILY RATE BY
PROPERTY SIZE -
JULY 2016 - 2018**



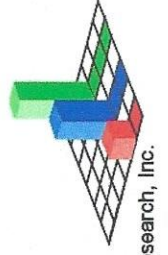
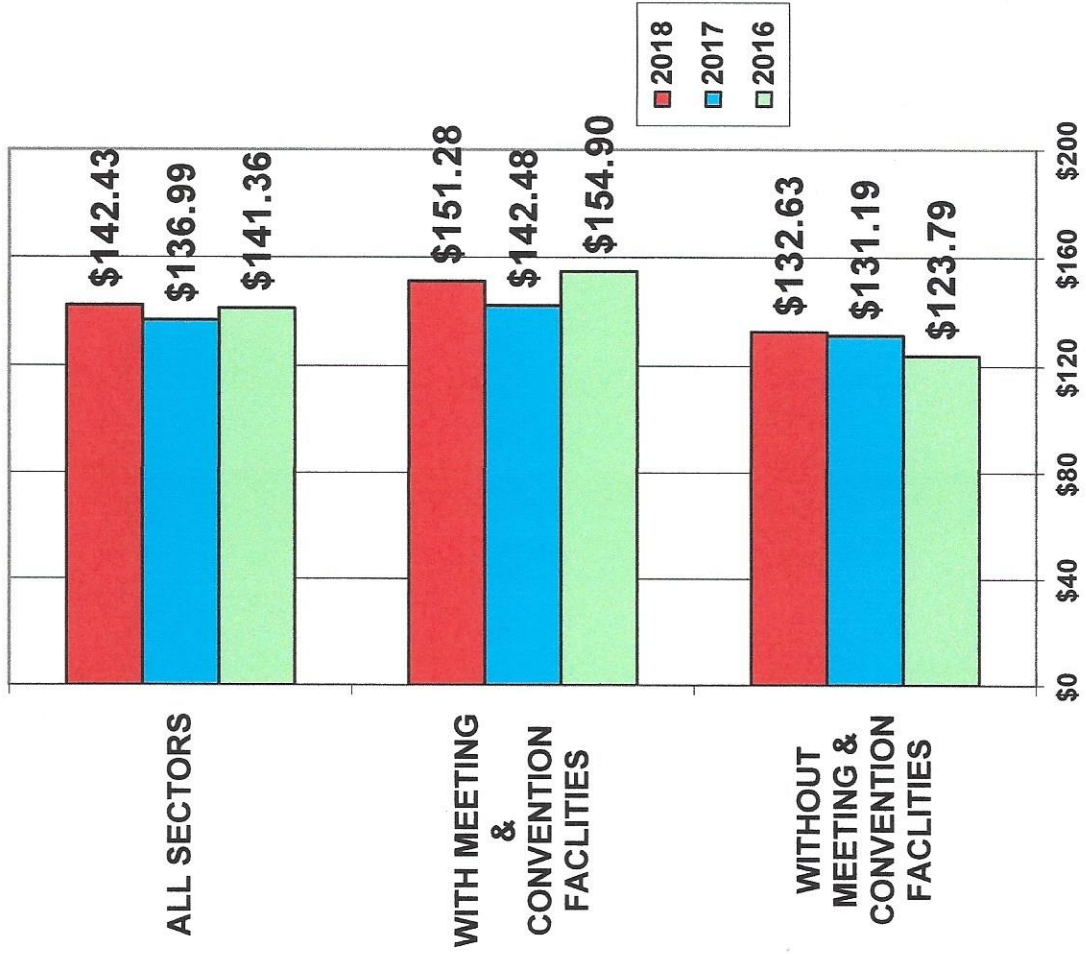
**VOLUSIA REV/IPAR BY
PROPERTY SIZE -
JULY 2016 - 2018**



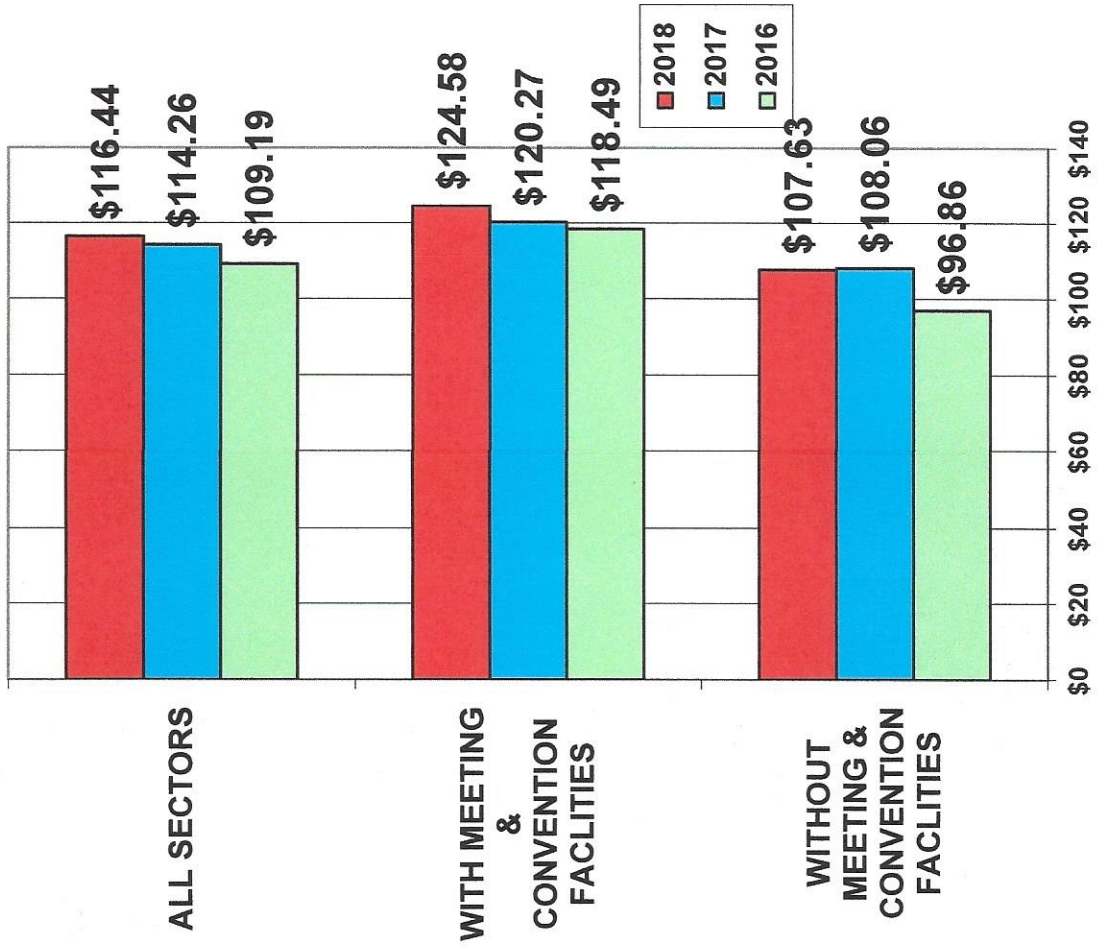
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - JULY 2016 - 2018



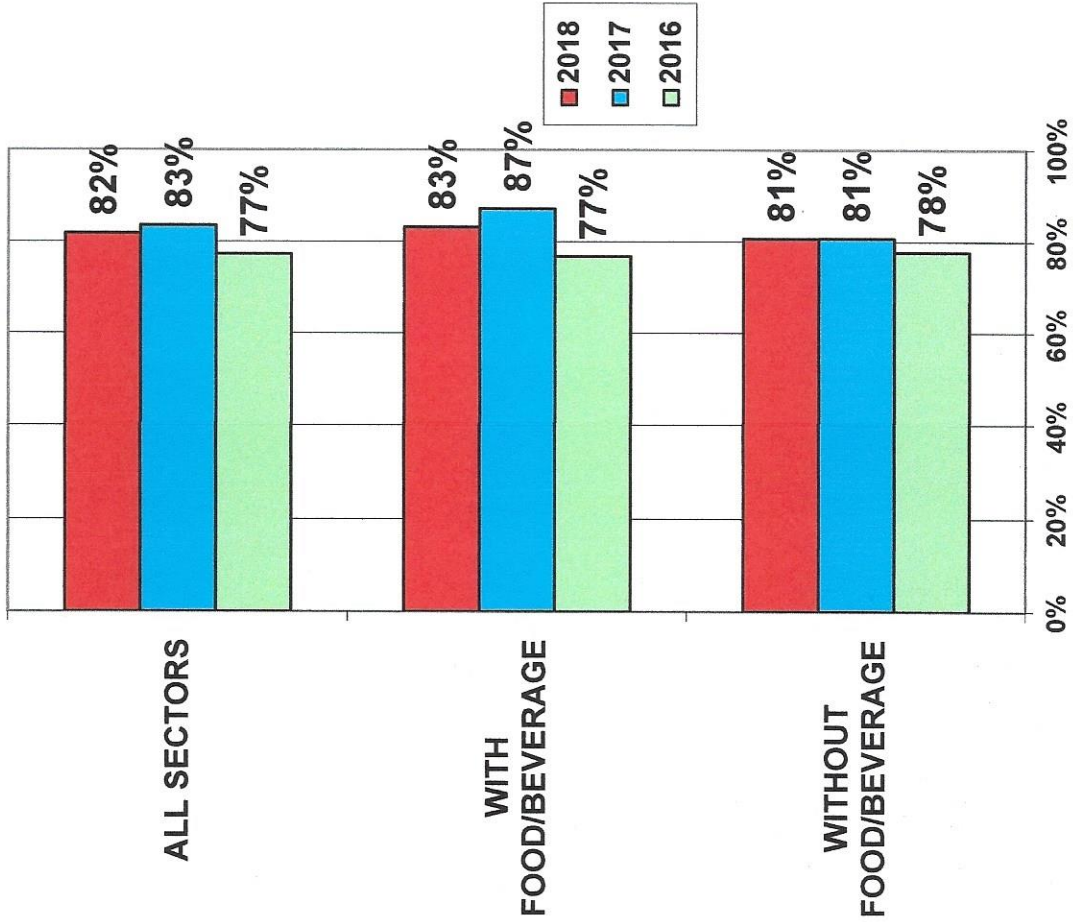
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - JULY 2016 - 2018



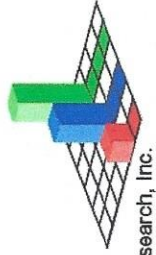
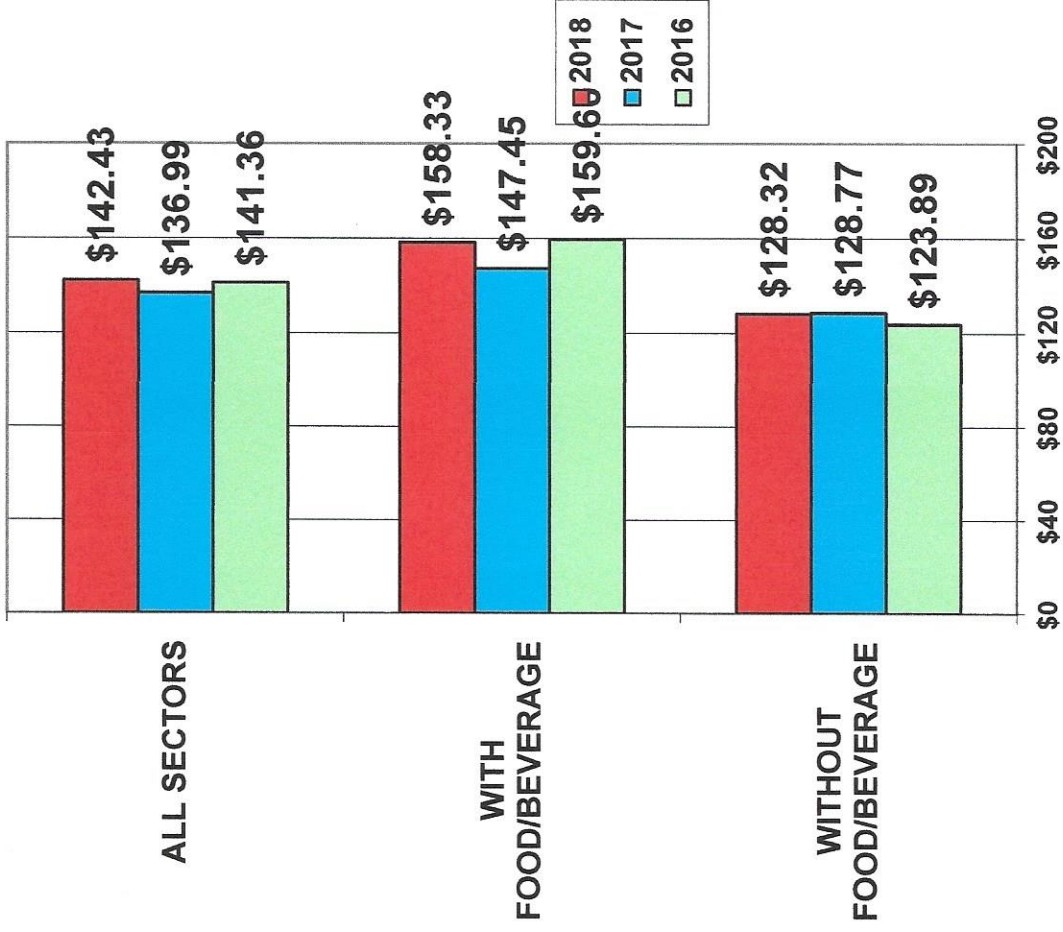
**VOLUSIA REV/PAR BY
MEETING & CONVENTION
FACILITIES - JULY 2016 - 2018**



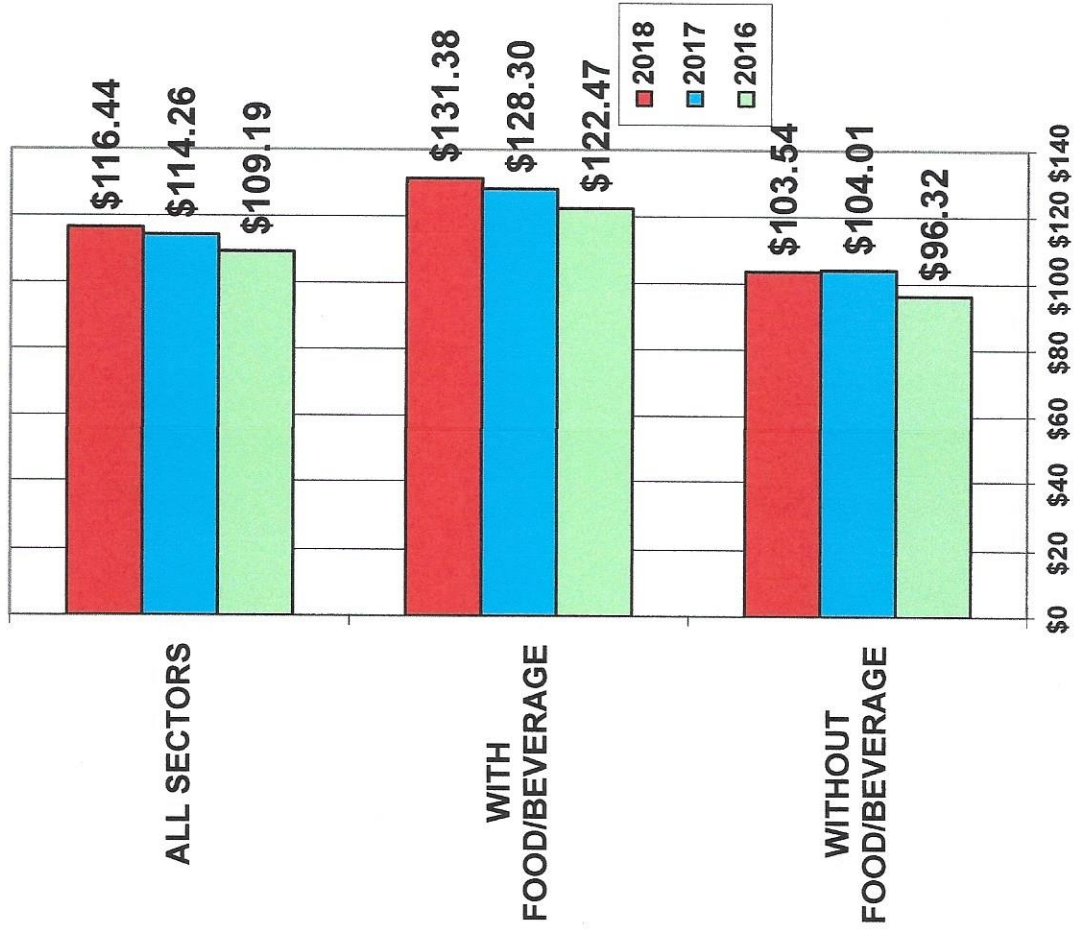
**VOLUSIA OCCUPANCY BY
FOOD/BEVERAGE -
JULY 2016 - 2018**



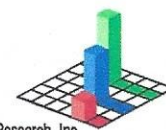
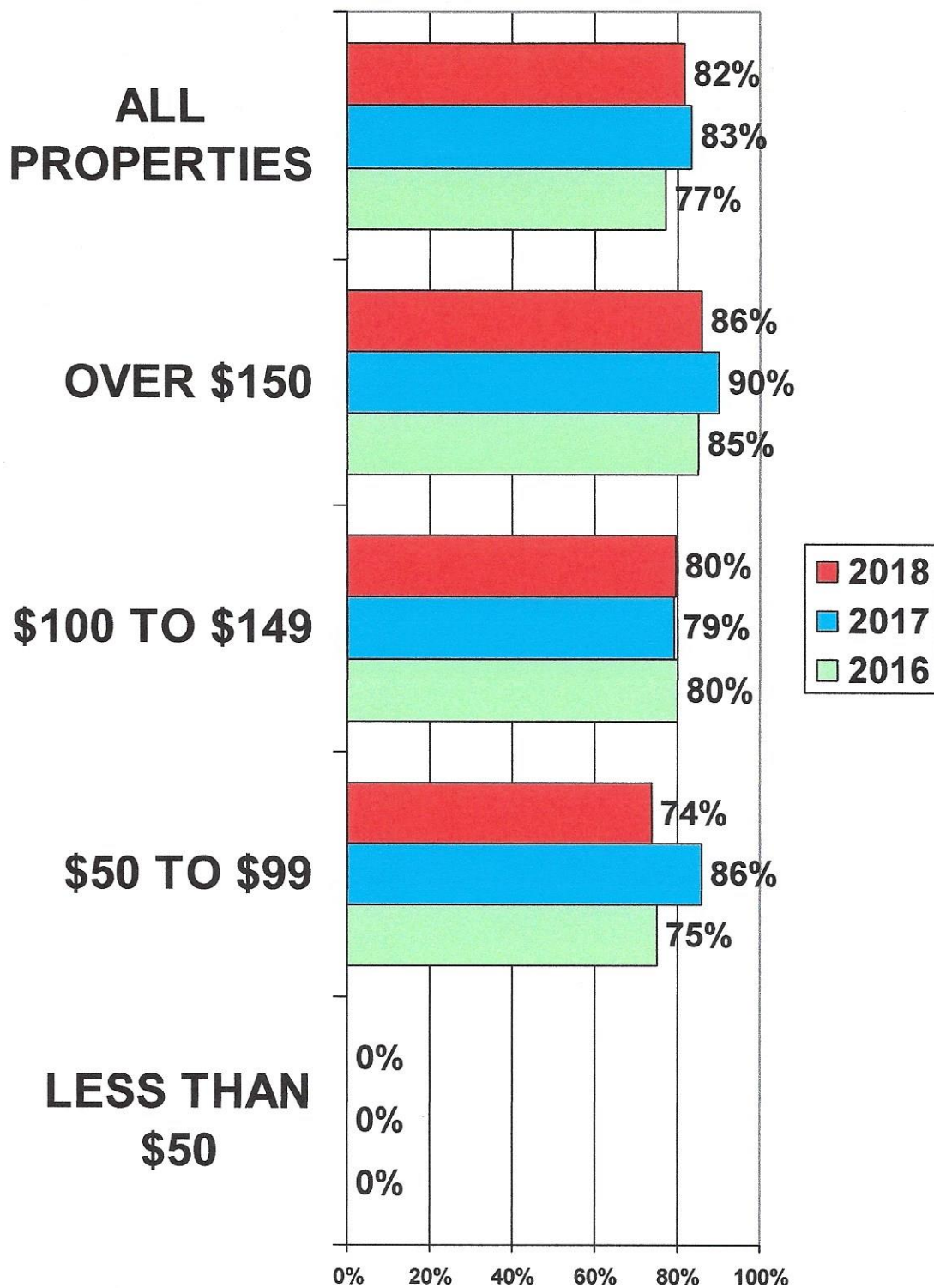
**VOLUSIA AVERAGE DAILY RATE BY
FOOD/BEVERAGE
JULY 2016 - 2018**



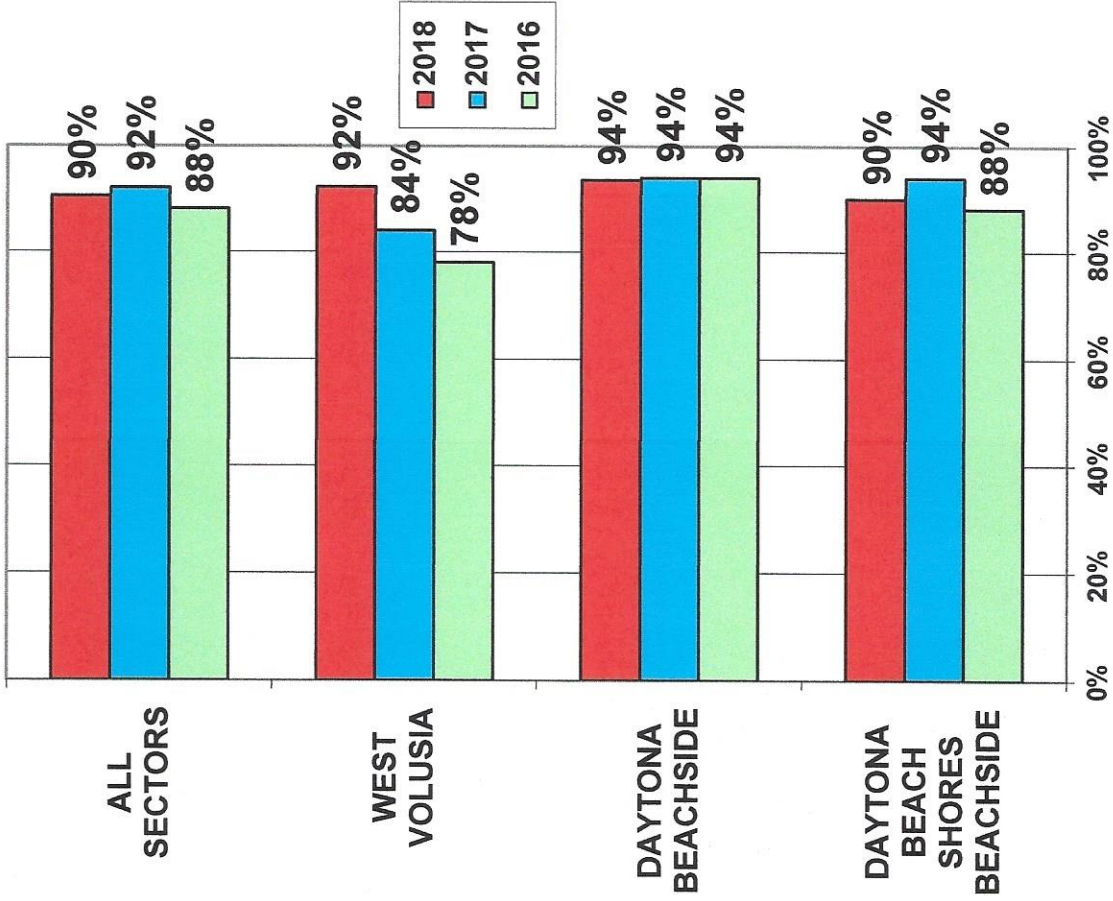
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FOOD/BEVERAGE -
JULY 2016 - 2018**



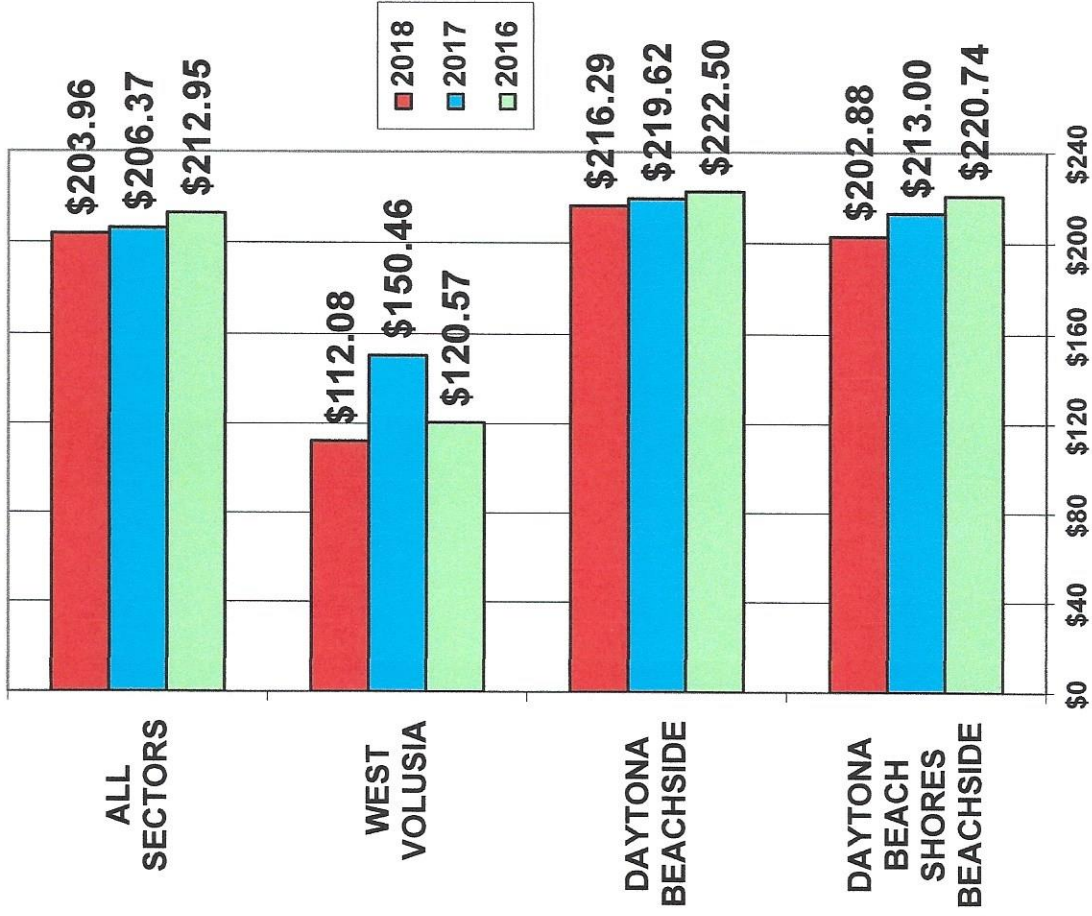
VOLUSIA HOTEL/MOTEL OCCUPANCY BY PRICE RANGE - JULY 2016 - 2018



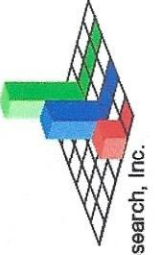
**VOLUSIA OCCUPANCY BY AREA SECTORS -
JULY 4th WEEKEND
2016 - 2018**



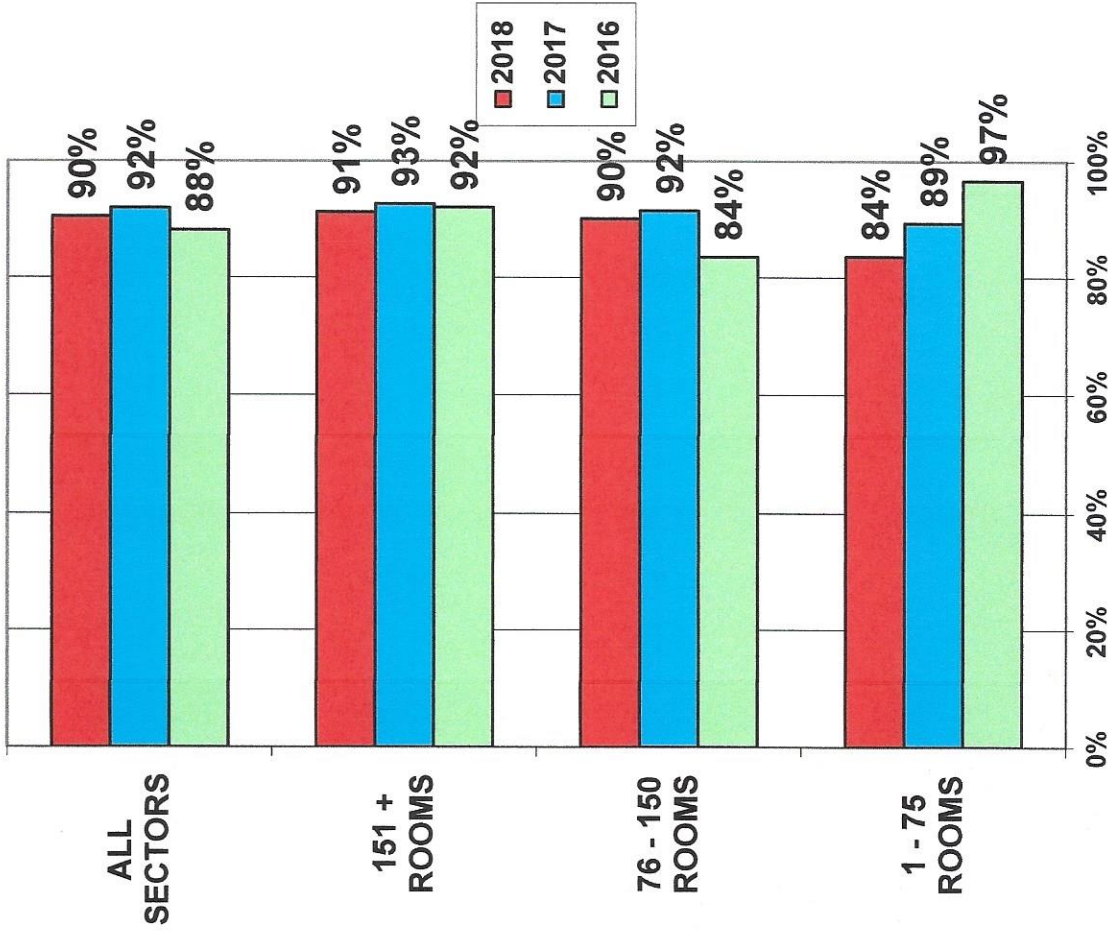
**VOLUSIA AVERAGE DAILY RATE BY AREA
SECTORS - JULY 4TH WEEKEND
2016 - 2018**



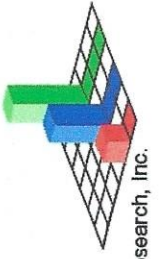
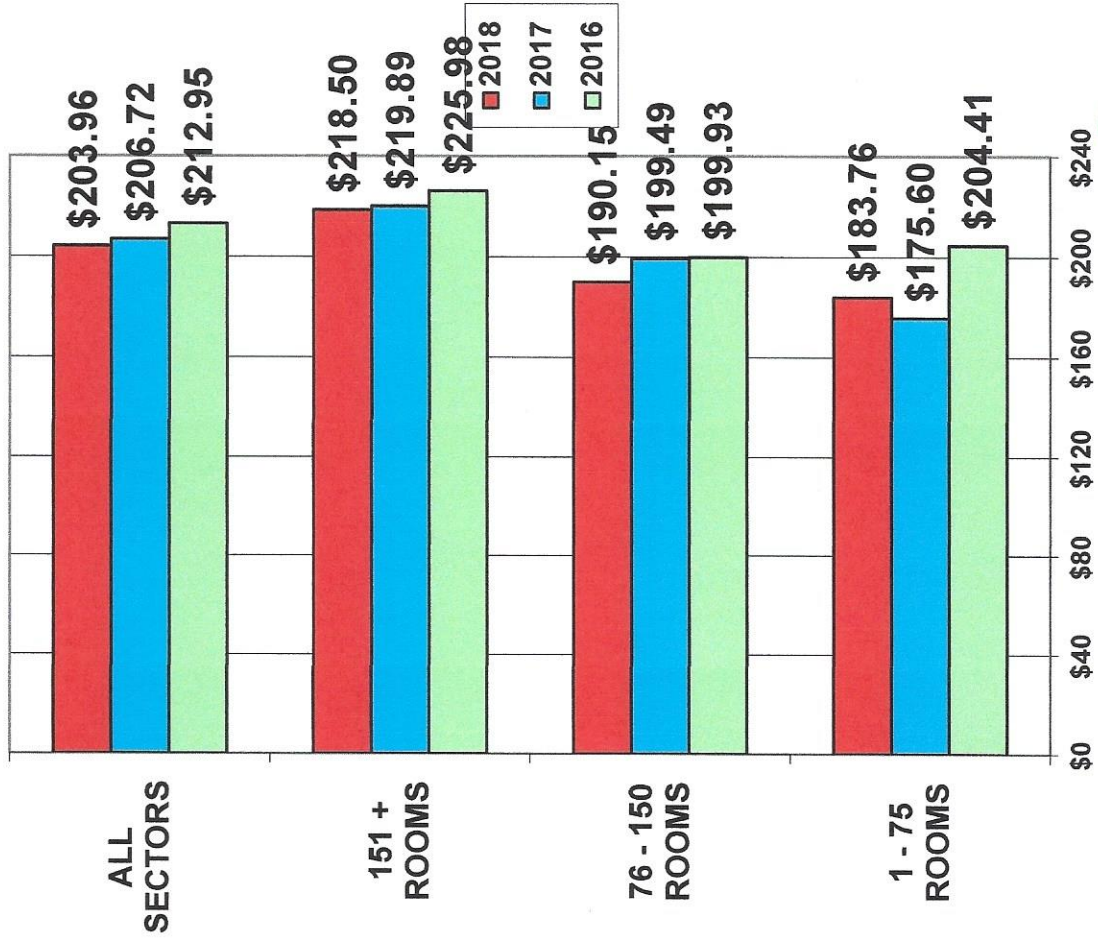
AREA SECTORS WITH FEWER THAN FIVE
PROPERTIES REPORTING ARE NOT INCLUDED.



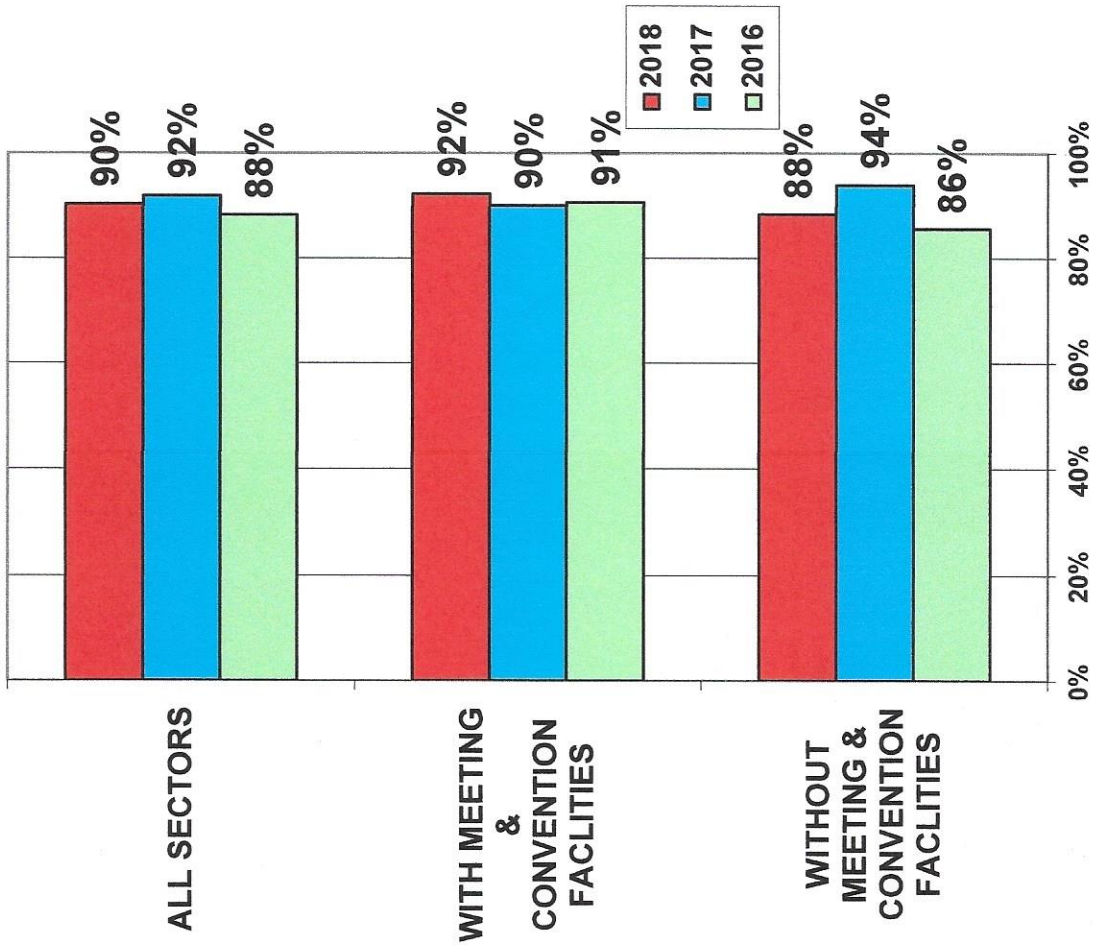
**VOLUSIA OCCUPANCY BY
PROPERTY SIZE - JULY 4TH WEEKEND
2016 - 2018**



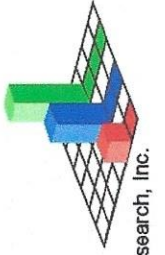
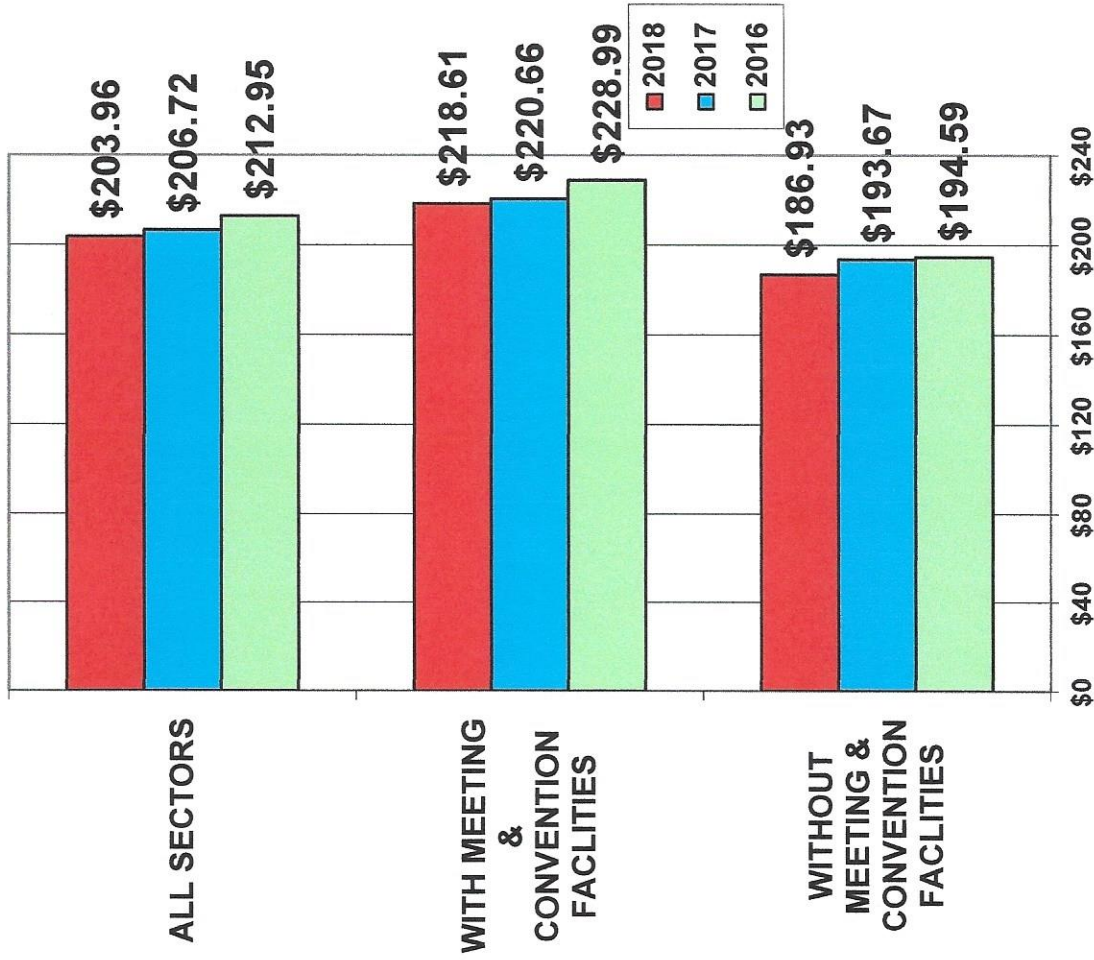
**VOLUSIA AVERAGE DAILY RATE BY
PROPERTY SIZE - JULY 4TH WEEKEND
2016 - 2018**



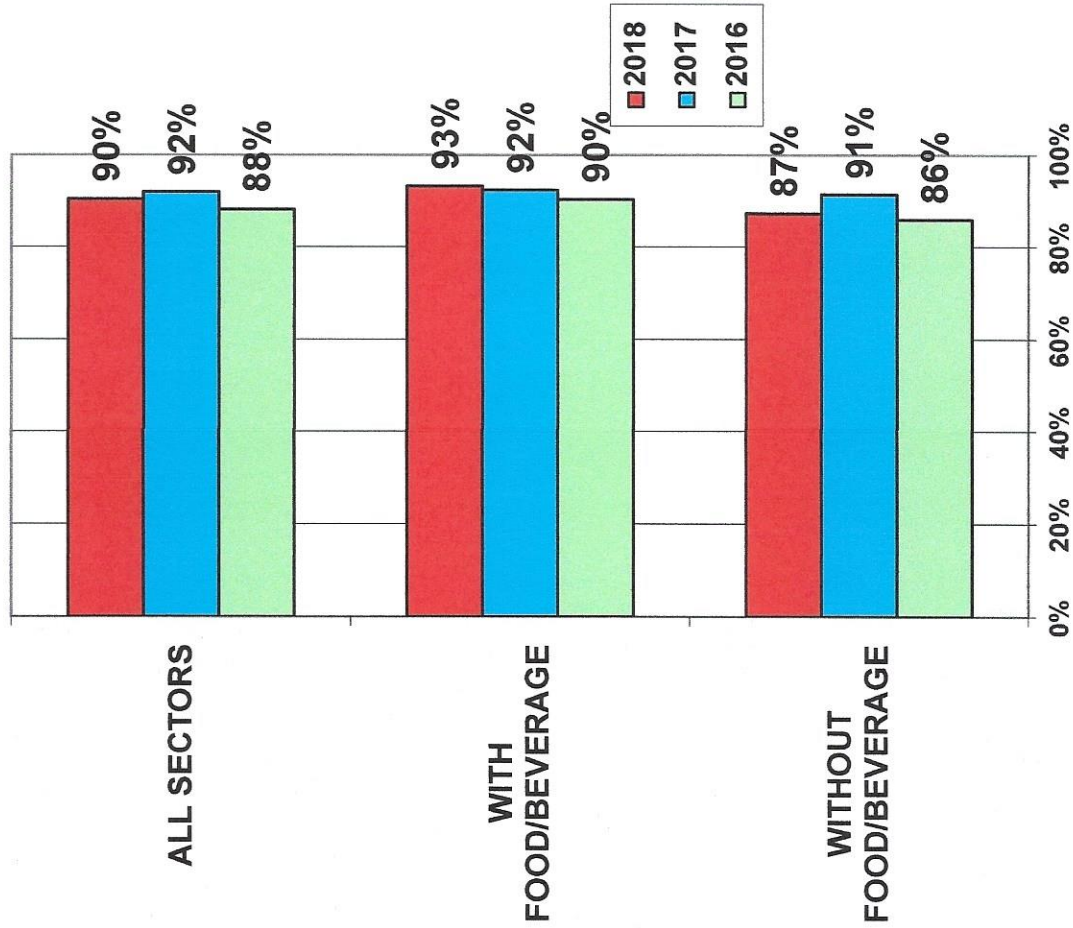
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JULY 4TH WEEKEND 2016 - 2018**



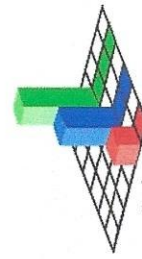
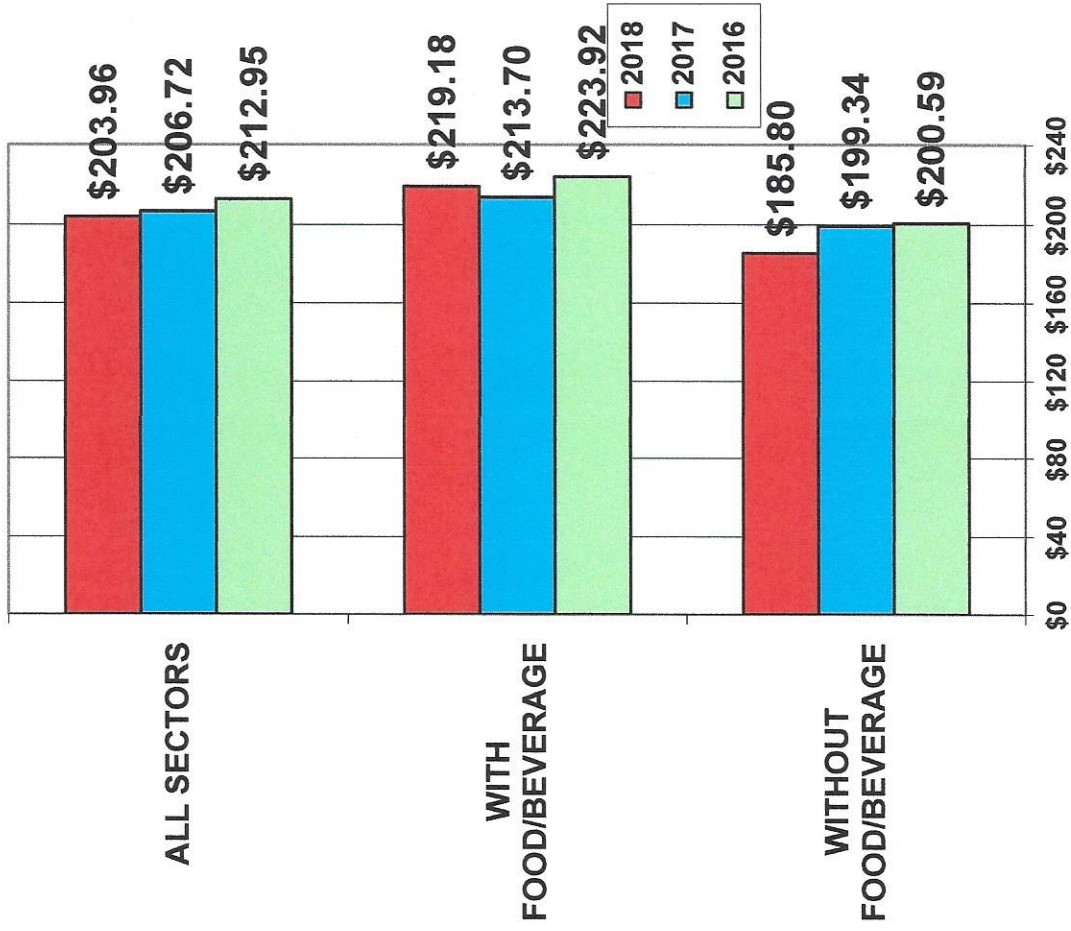
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JULY 4TH WEEKEND 2016 - 2018**



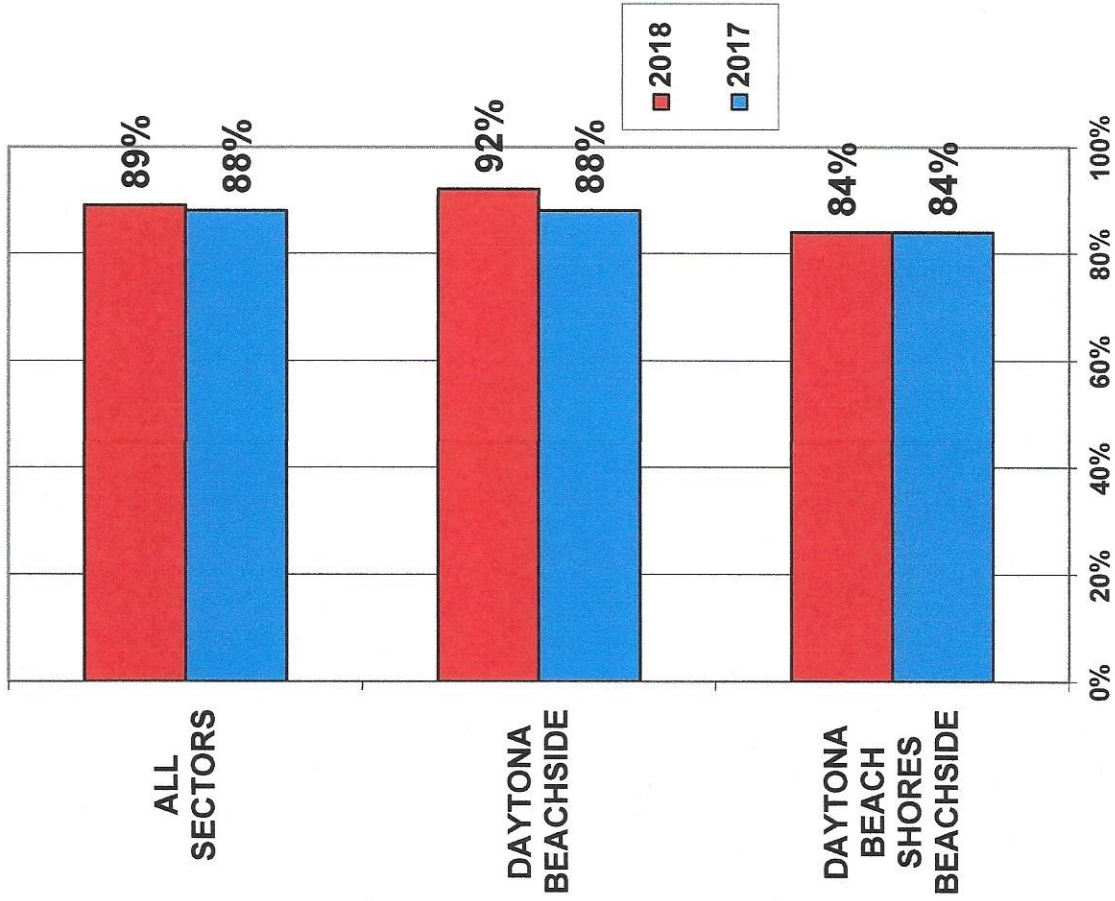
**VOLUSIA OCCUPANCY BY
FOOD/BEVERAGE -
JULY 4TH WEEKEND 2016 - 2018**



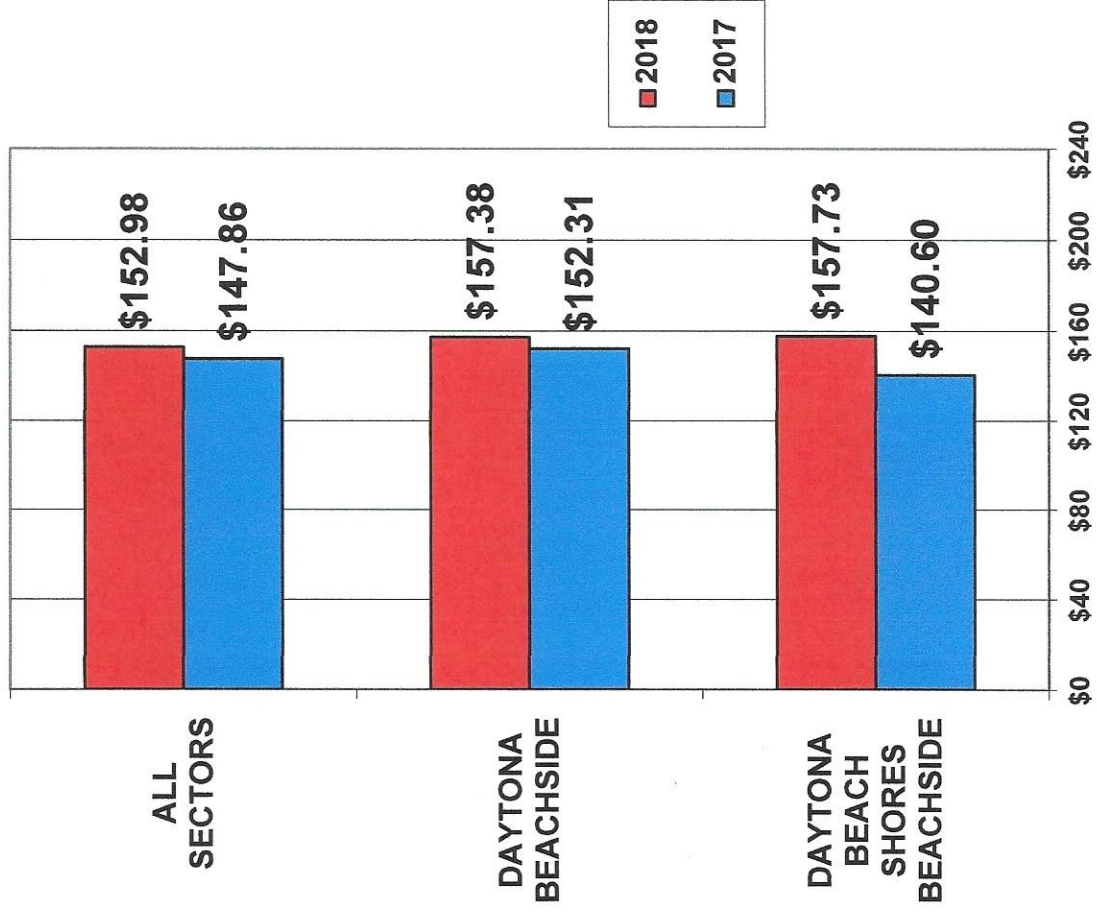
**VOLUSIA AVERAGE DAILY RATE BY
FOOD/BEVERAGE
JULY 4TH WEEKEND 2016 - 2018**



**VOLUSIA OCCUPANCY BY AREA SECTORS -
SHRINER'S IMPERIAL SESSION
2017 - 2018**

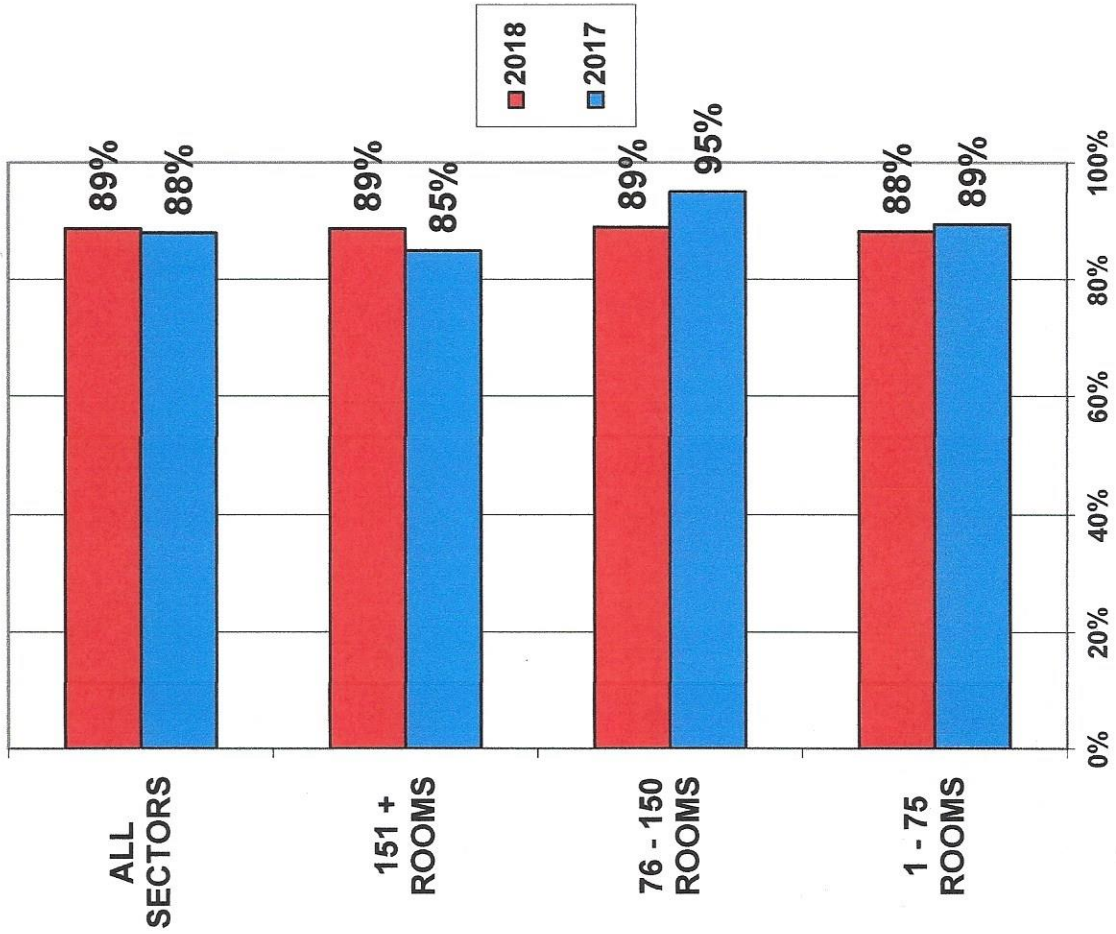


**VOLUSIA AVERAGE DAILY RATE BY AREA
SECTORS - SHRINER'S IMPERIAL SESSION
2017 - 2018**

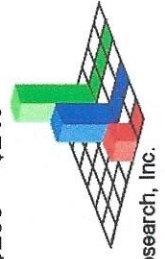
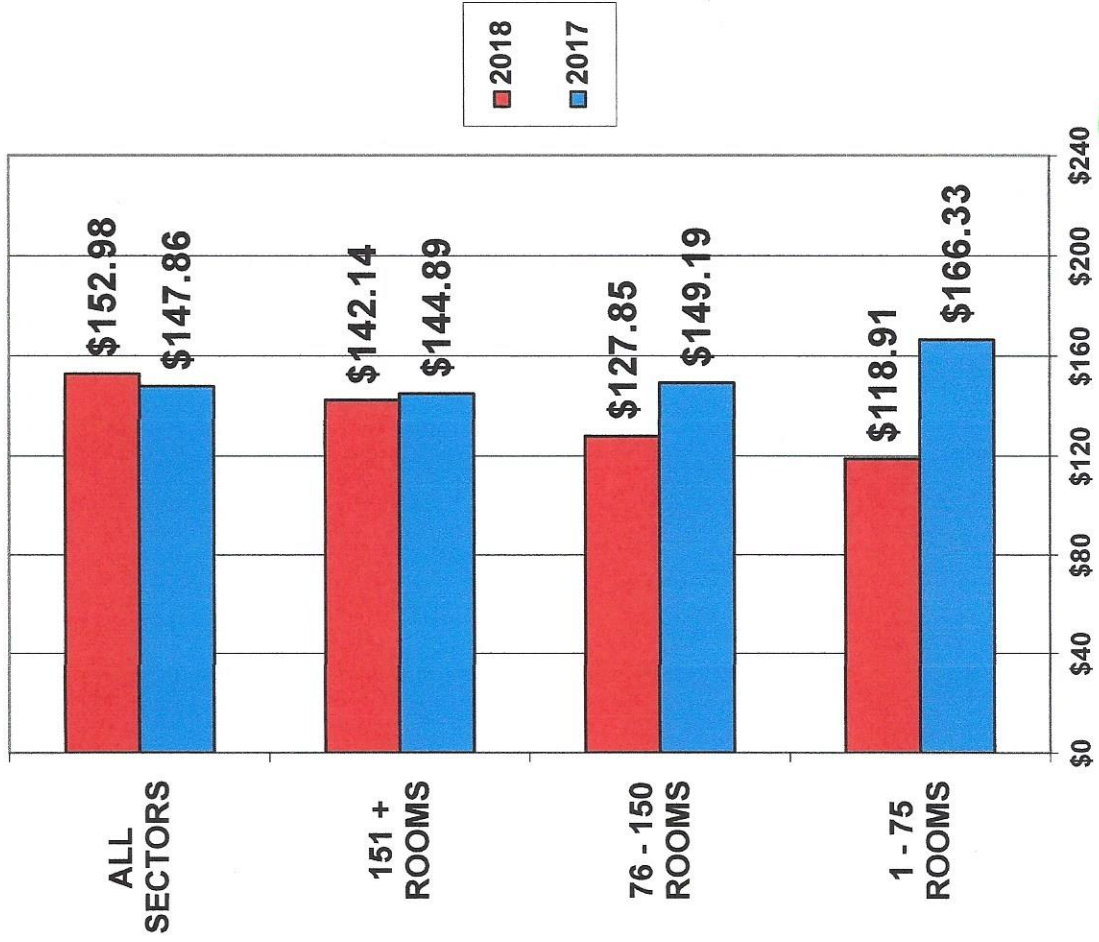


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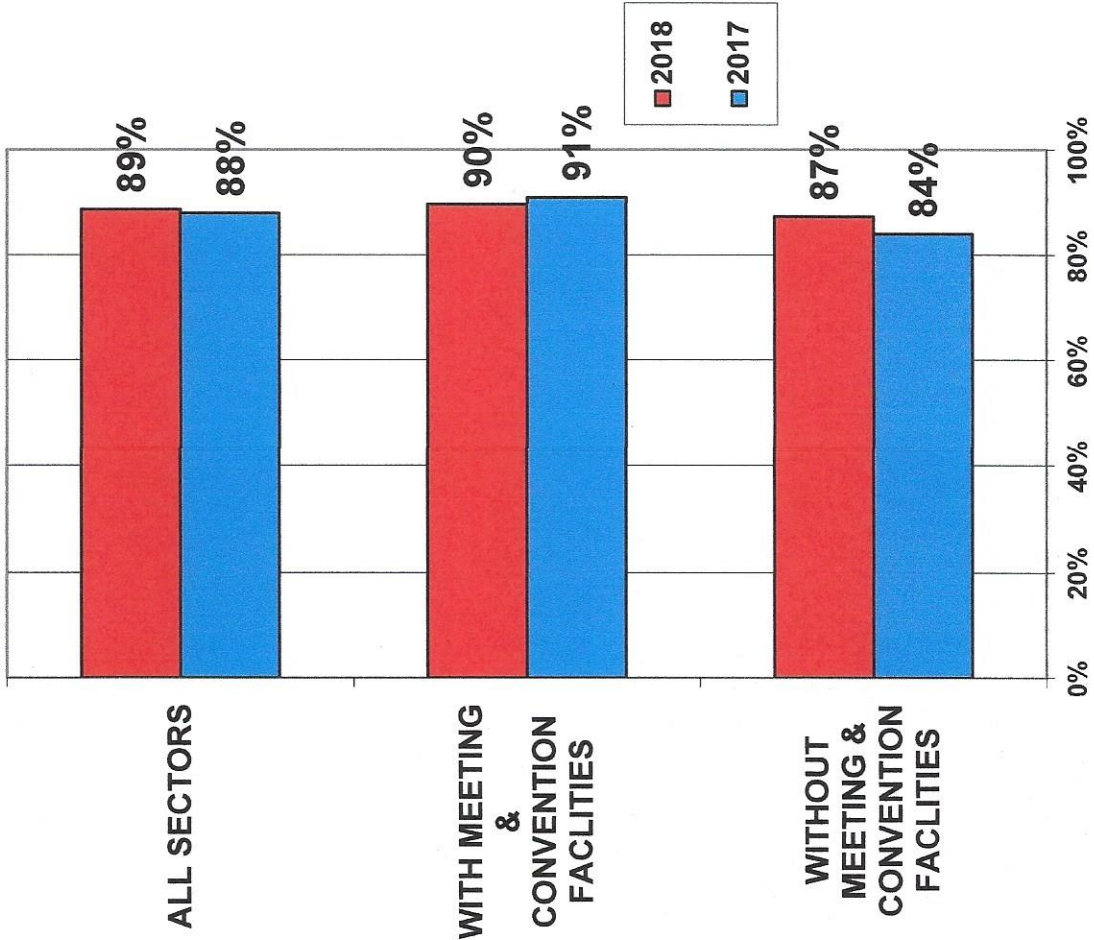
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PROPERTY SIZE - SHRINER'S IMPERIAL
SESSION
2017 - 2018**



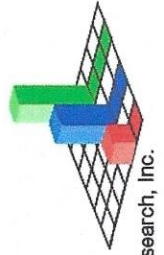
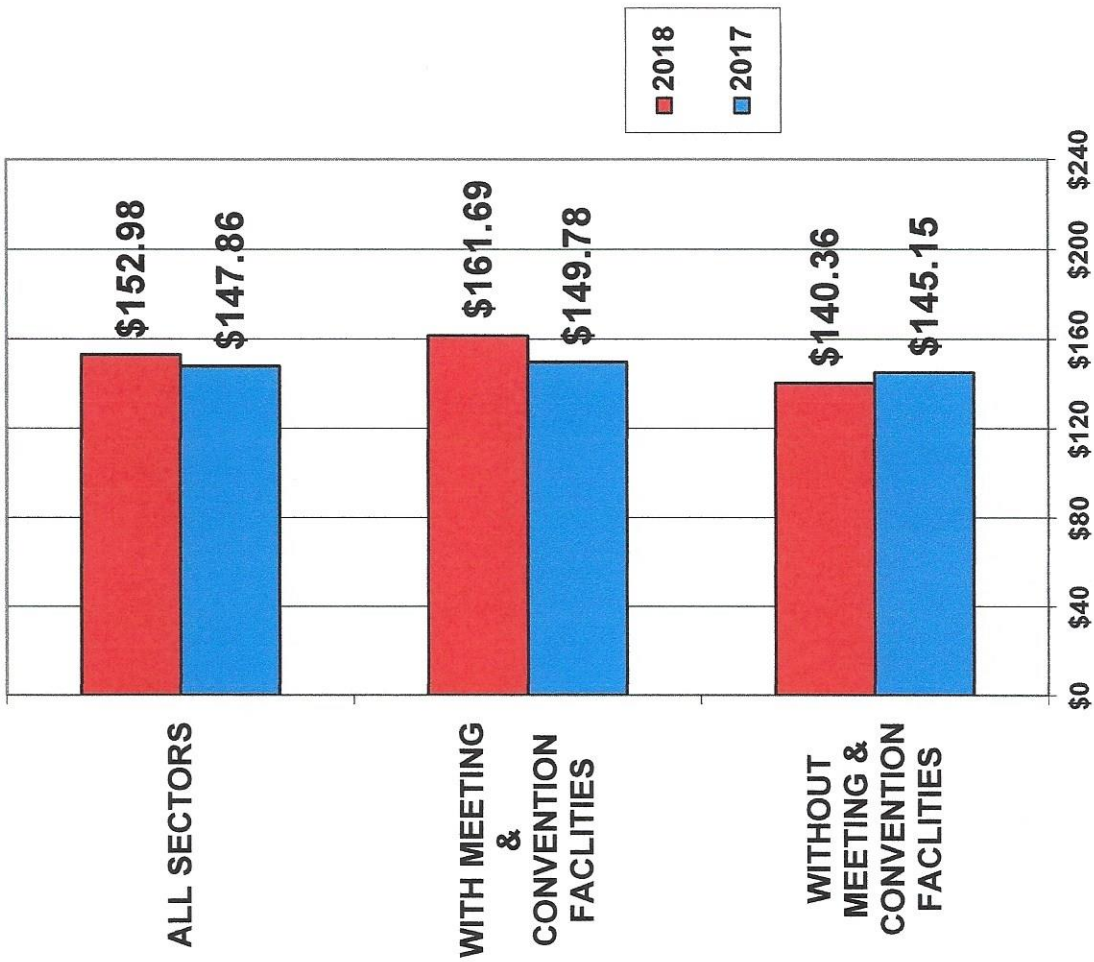
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PROPERTY SIZE - SHRINER'S IMPERIAL
SESSION
2017 - 2018**



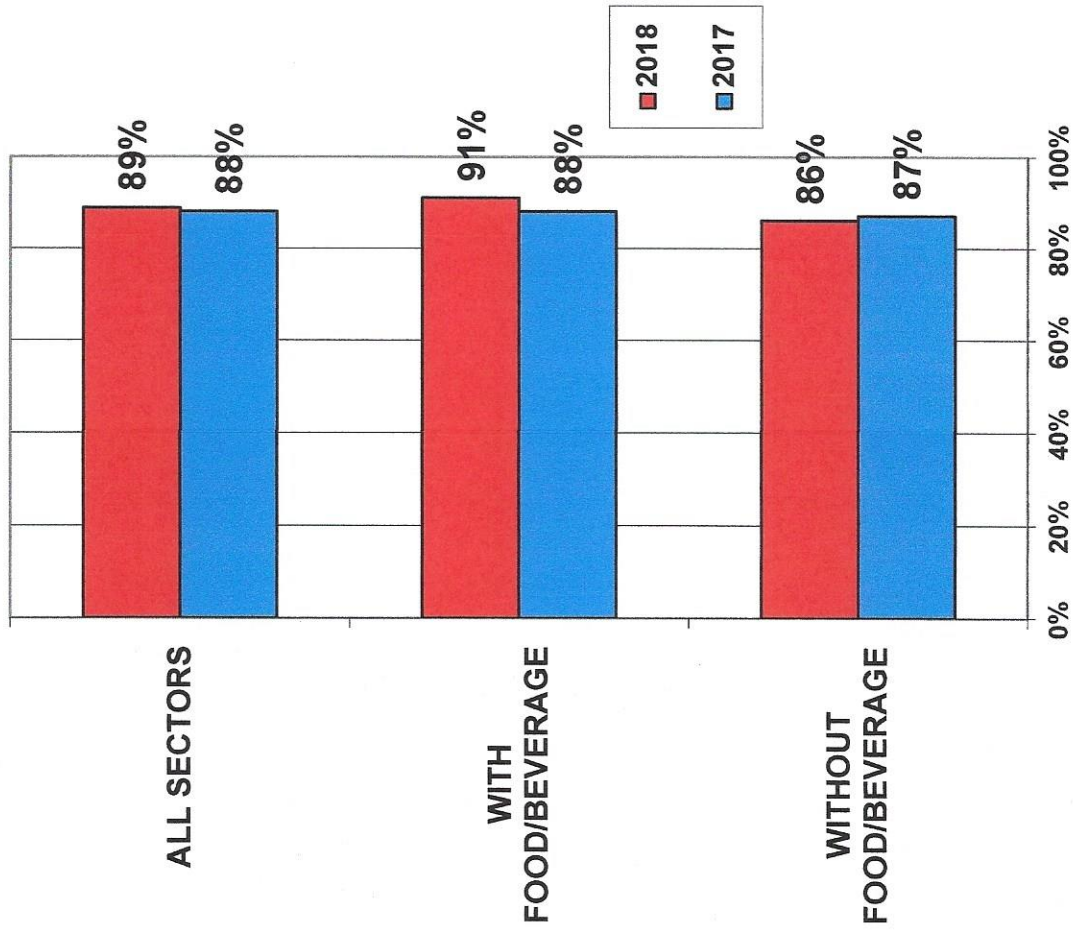
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES SHRINER'S IMPERIAL SESSION 2017 - 2018



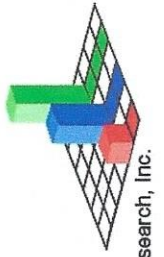
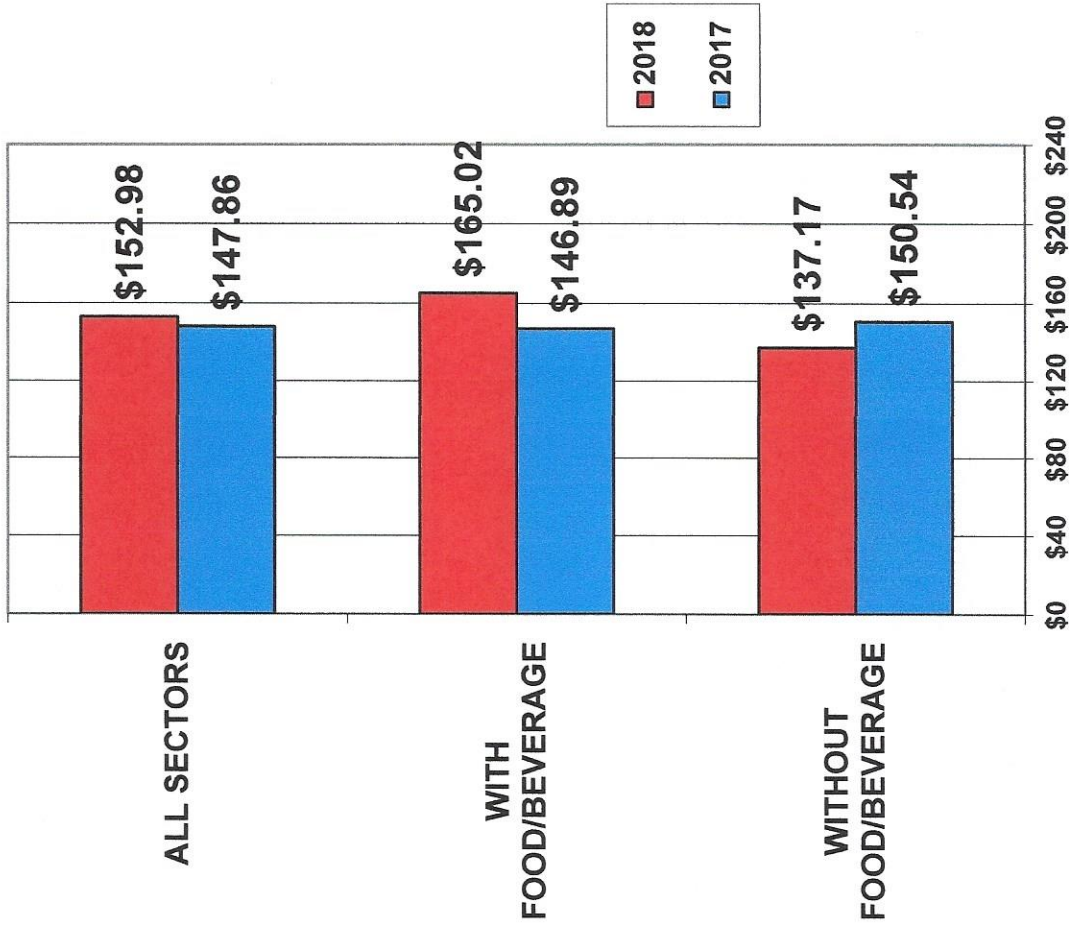
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - SHRINER'S IMPERIAL SESSION 2017 - 2018



**VOLUSIA OCCUPANCY BY
FOOD/BEVERAGE -
SHRINER'S IMPERIAL SESSION
2017 - 2018**



**VOLUSIA AVERAGE DAILY RATE BY
FOOD/BEVERAGE
SHRINER'S IMPERIAL SESSION
2017 - 2018**



**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					
BEST WESTERN PLUS AKU TIKI	132	X	X	X	X	X	X	X					
DAYTONA BEACH SHORES HOTEL	101	X	X	X	X	X	X	X					
EL CARIBE RESORT & CONF. CENTER	112	X	X	X	X	X	X	X					
HAMPTON DAYTONA SHORES OCEANFRONT	111	X	X	X	X	X	X	X					
HOLIDAY INN EXPRESS AND SUITES OCEANFRONT	100	X	X	X	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					
OCEANSIDE INN	191	X	X	X	X	X	X	X					
PERRY'S OCEAN EDGE RESORT	200	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					
SUN VIKING LODGE	91	X	X	X	X	X	X	X					
DAYTONA BEACHSIDE													
BEST WESTERN DAYTONA INN	96	X	X	X	X	X	X	X					
DAYTONA BEACH REGENCY	98	X	X	X	X	X	X	X					
DAYTONA BEACH RESORT	303	X	X	X	X	X	X	X					
DAYTONA INN BEACH RESORT	65	X	X	X	X	X	X	X					
HARD ROCK HOTEL	200	-	-	-	X	X	X	X					
HILTON DAYTONA BEACH RESORT	742	X	X	X	X	X	X	X					
HILTON GARDEN INN DAYTONA BEACH OCEANFRONT	144	X	X	X	X	X	X	X					
HOLIDAY INN & SUITES ON THE OCEAN	123	X	X	X	X	X	X	X					
HOLIDAY INN RESORT DAYTONA	188	X	X	X	X	X	X	X					
NAUTILUS INN	90	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					
SILVER BEACH CLUB	74	X	X	X	X	X	X	X					
THE VILLA BED AND BREAKFAST	4	X	X	X	X	X	X	X					
WYNDHAM OCEAN WALK	127			X	X	X	X	X					



**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>
ORMOND BEACHSIDE													
BEST WESTERN CASTILLO DEL SOL	147	X	X	X	X	X	X	X					
CORAL SANDS OCEAN FRONT	102	X	X	X	X	X	X	X					
COVE ON ORMOND BEACH	112		X	X	X	X	X	X					
HIGHWAY I-95 INTERSECTIONS													
BEST WESTERN SPEEDWAY	151	X	X	X	X	X	X	X					
*COUNTRY INN & SUITES PORT ORANGE	87	X	X	X	X	X	X	X					
CLARION INN DESTINATION DAYTONA	79	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					
DAYTONA BEACH RESIDENCE INN	122	X	X	X	X	X	X	X					
HAMPTON INN AIRPORT	122	X	X	X	X	X	X	X					
HILTON GARDEN INN D B AIRPORT	115	X	X	X	X	X	X	X					
HOMEWOOD SUITES	94	X	X	X	X	X	X	X					
QUALITY INN DAYTONA	64	X	X	X	X	X	X	X					
WEST VOLUSIA													
ALLING HOUSE BED AND BREAKFAST ORANGE CITY	8	X	X	X	X	X	X	X					
ARTISAN DOWNTOWN	8	X	X	X	X	X	X	X					
COMFORT INN DELAND	68	X	X	X	X	X	X	X					
DAYS INN ORANGE CITY	37	X	X	X	X	X	X	X					
HAMPTON INN DEBARY	76	X	X	X	X	X	X	X					
HAMPTON INN DELAND	94	X	X	X	X	X	X	X					
HOLIDAY IN EXPRESS ORANGE CITY	114	X	X	X	X	X	X	X					
HONTOON LANDING	18	X	X	X	X	X	X	X					
SE VOLUSIA													
BEST WESTERN HOTEL	101	X	X	X	X	X	X	X					
COASTAL WATERS INN	40	X		X	X		X						
*COUNTRY INN & SUITES PORT ORANGE	87	X	X	X	X	X	X	X					
HAMPTON INN	122	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					

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

