

Memo

To: HAAA
From: Evelyn Fine
Date: July 31, 2018
Subject: June 2018 Occupancy & Average Daily Rate Report

Overall Daytona Beach Area Occupancy increased about 2%, to 77% in June 2018 from 75% in June 2017.

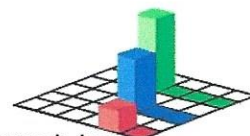
The Daytona Beach Area Average Daily Rate was flat, at \$128.75 in June 2018 and \$128.45 in June 2017.

The Daytona Beach Area Revenue per Available Room increased about 3%, to \$99.01 in June 2018 from \$96.44 in June 2017.

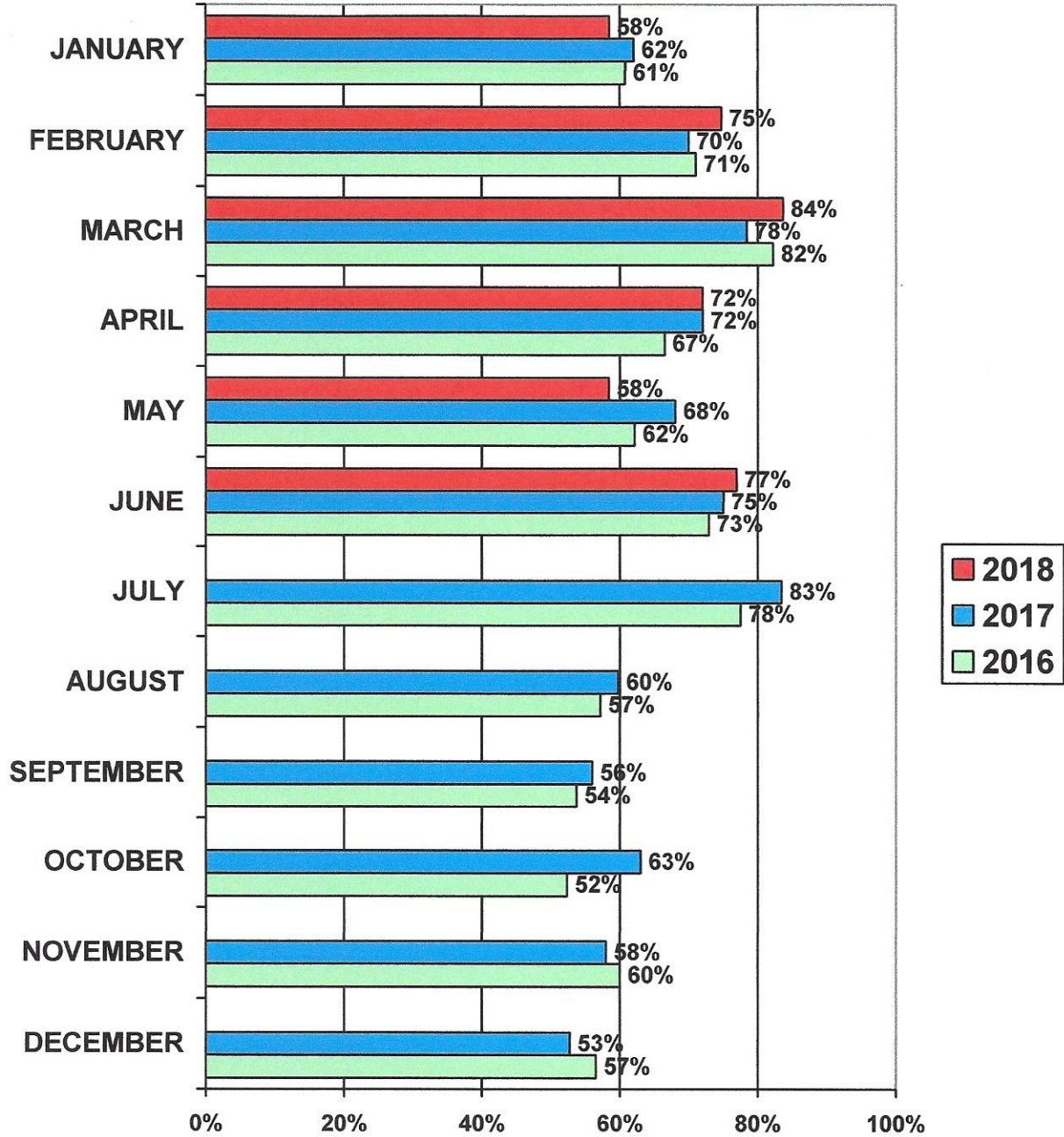
Very rainy weather was a factor in the Occupancy and ADR during the month of June 2018.

A few hotels were still not operating at 100%.

EF/LK



DAYTONA BEACH HOTEL/MOTEL OCCUPANCY 2016 - 2018

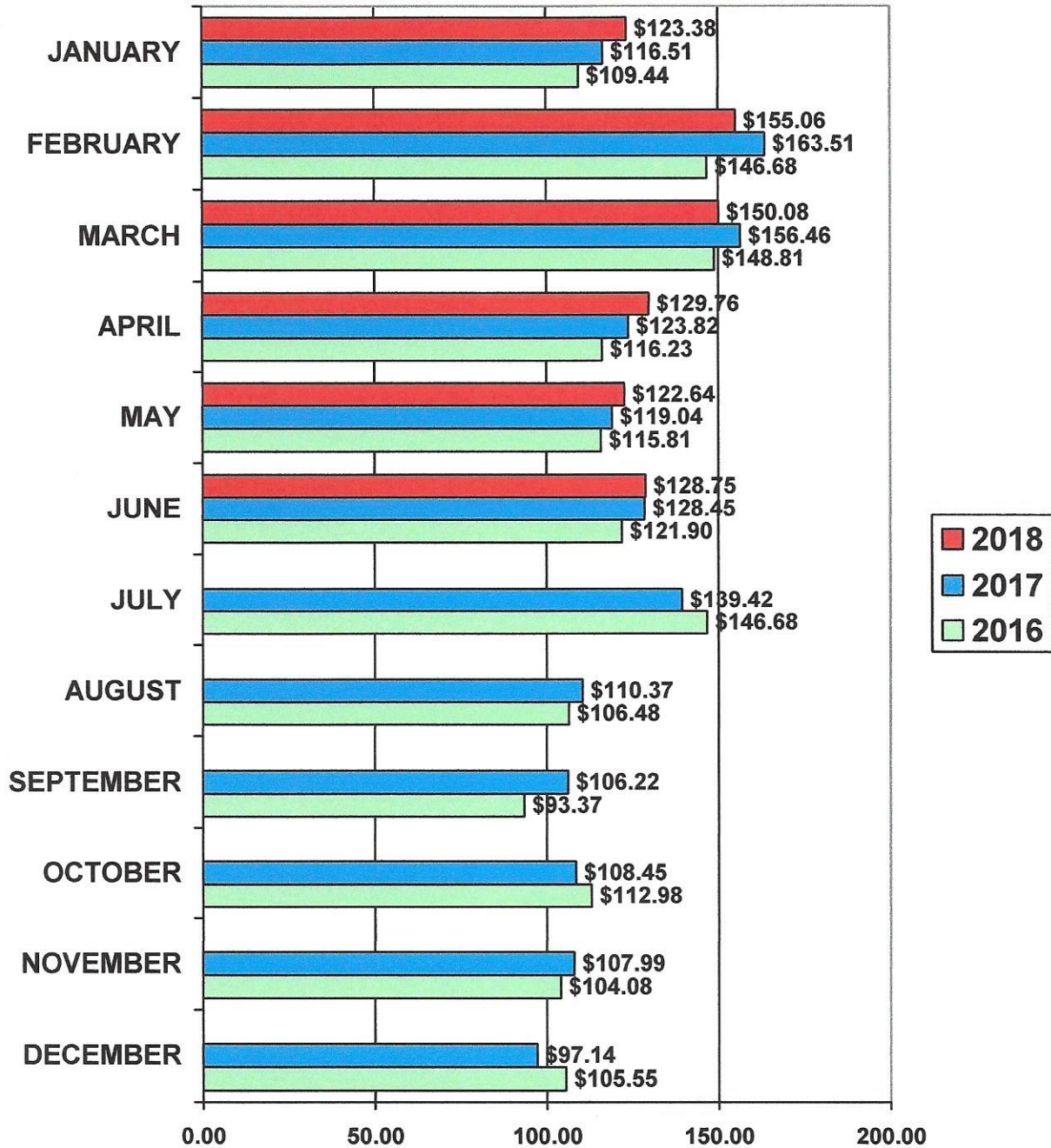


2018 YTD AVG. 71%
 2017 YTD AVG. 71%
 2016 YTD AVG. 69%

JUNE 2018 HIGH 100%
 JUNE 2018 LOW 8%



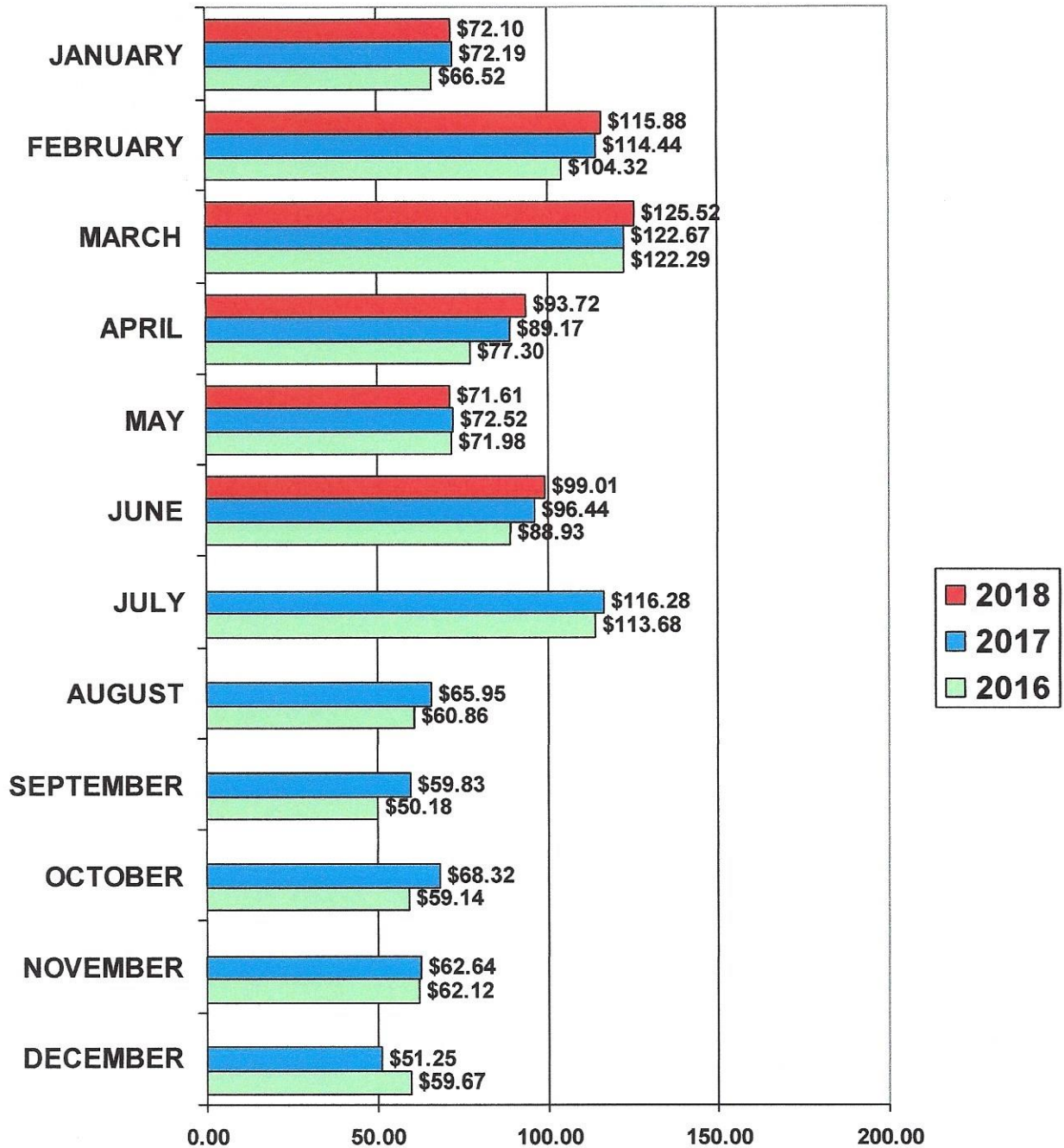
DAYTONA BEACH HOTEL/MOTEL AVERAGE DAILY RATE 2016 - 2018



2018 YTD AVG. \$137.76 JUNE 2018 HIGH \$ 213.72
2017 YTD AVG. \$134.68 JUNE 2018 LOW \$ 61.88
2016 YTD AVG. \$128.06



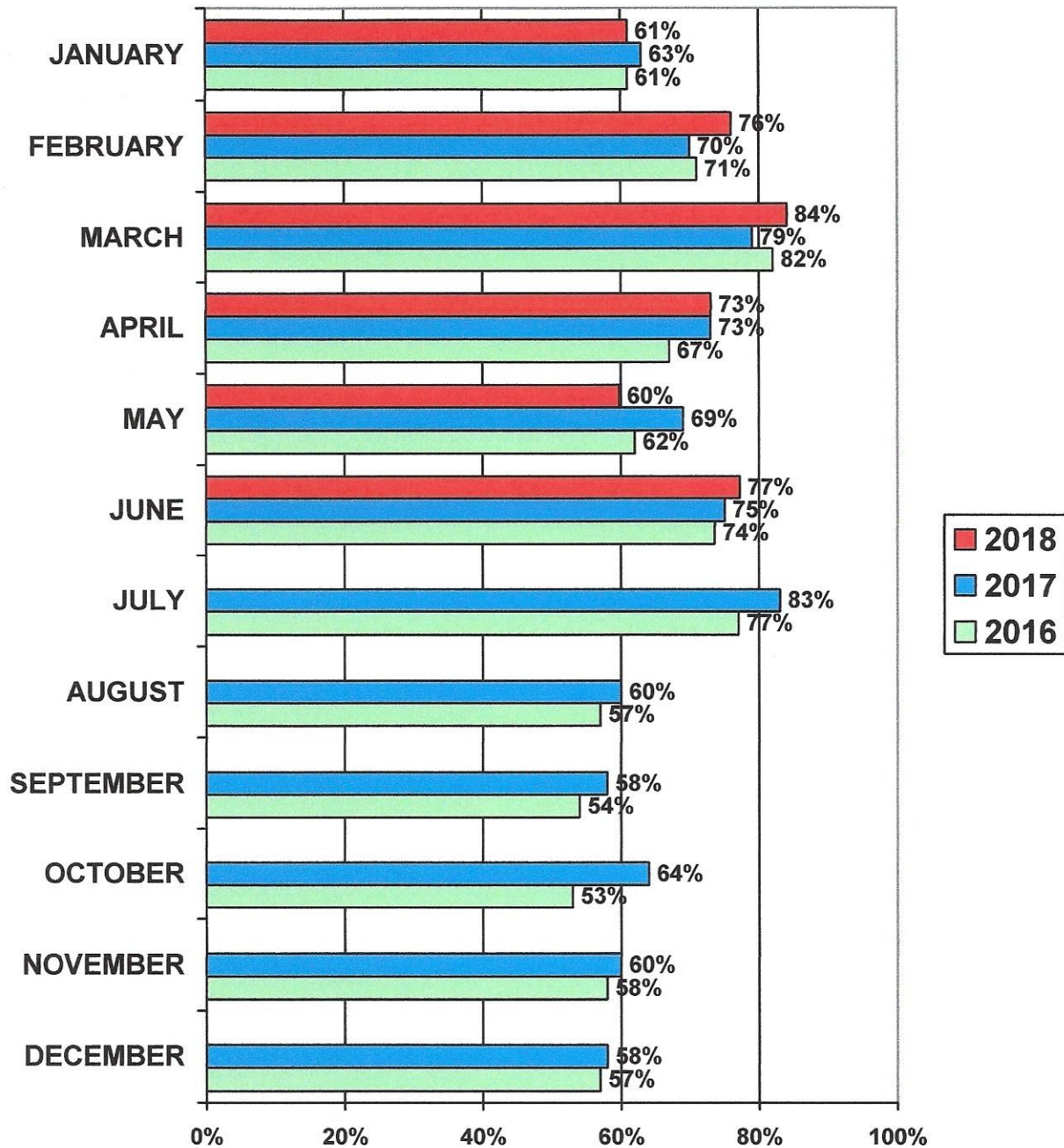
DAYTONA BEACH HOTEL/MOTEL REV PAR BY MONTH 2016 - 2018



2018 YTD AVG. \$ 96.12
 2017 YTD AVG. \$ 94.15
 2016 YTD AVG. \$ 88.76

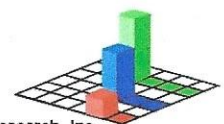


VOLUSIA HOTEL/MOTEL OCCUPANCY 2016 - 2018

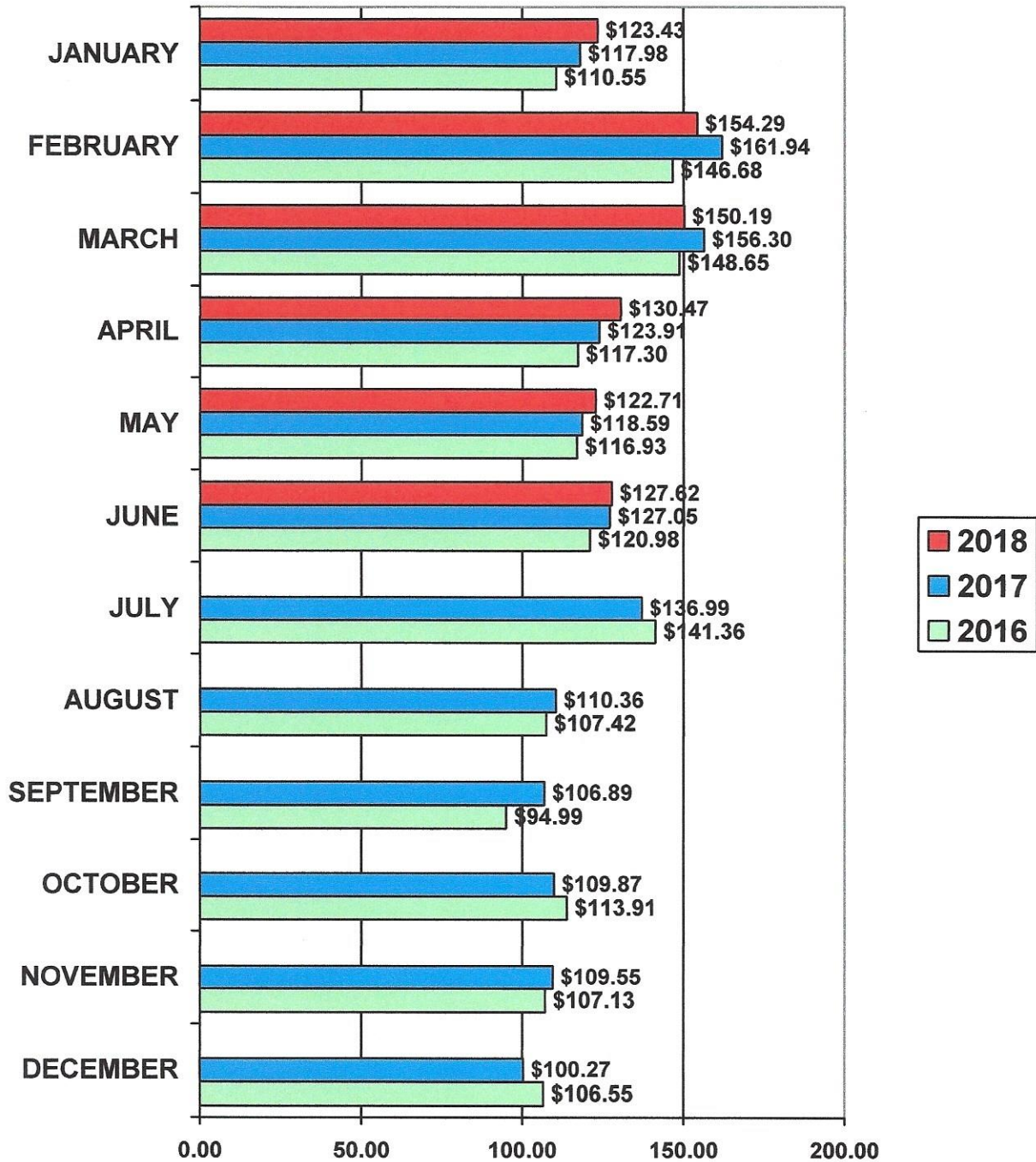


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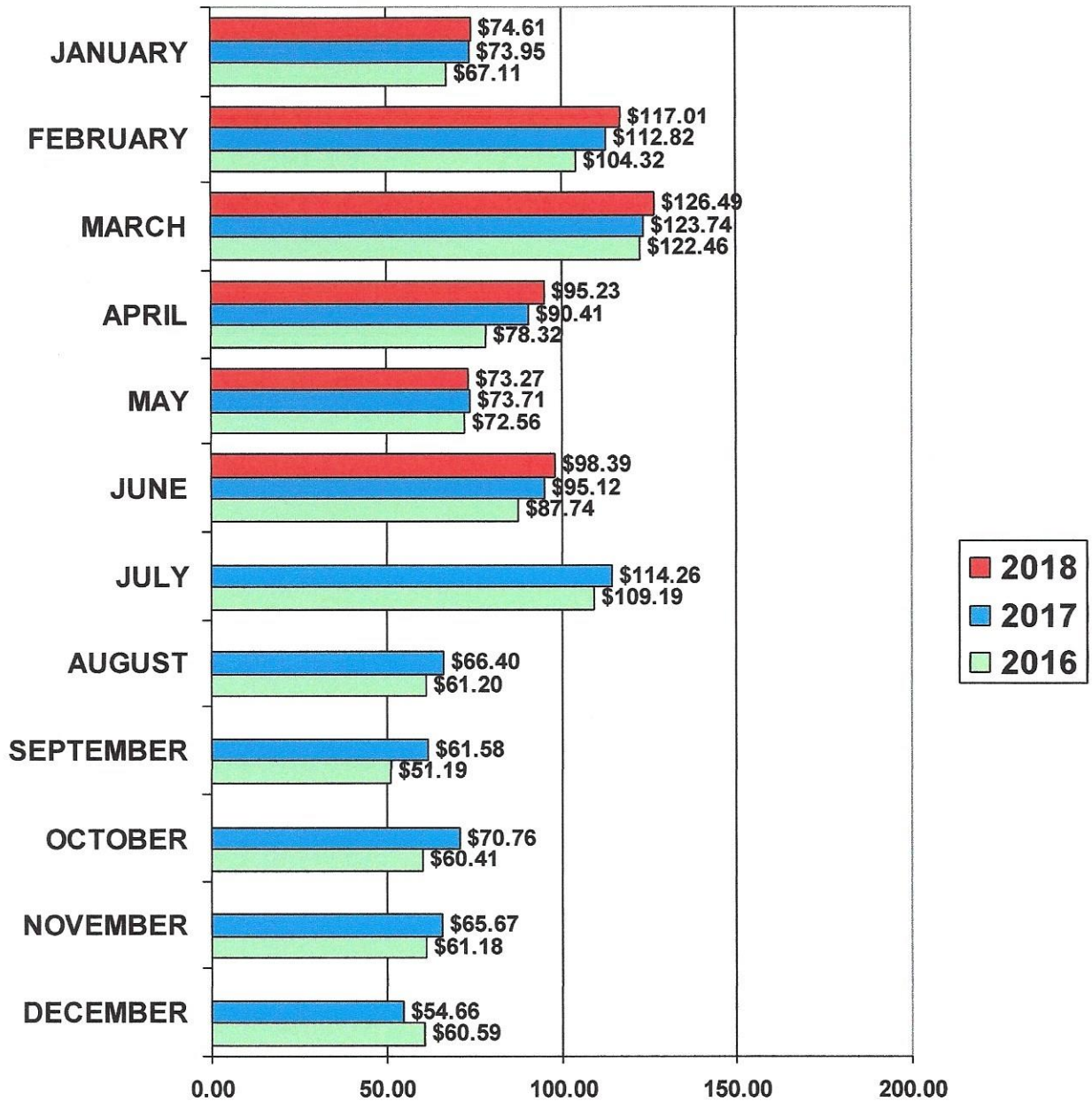


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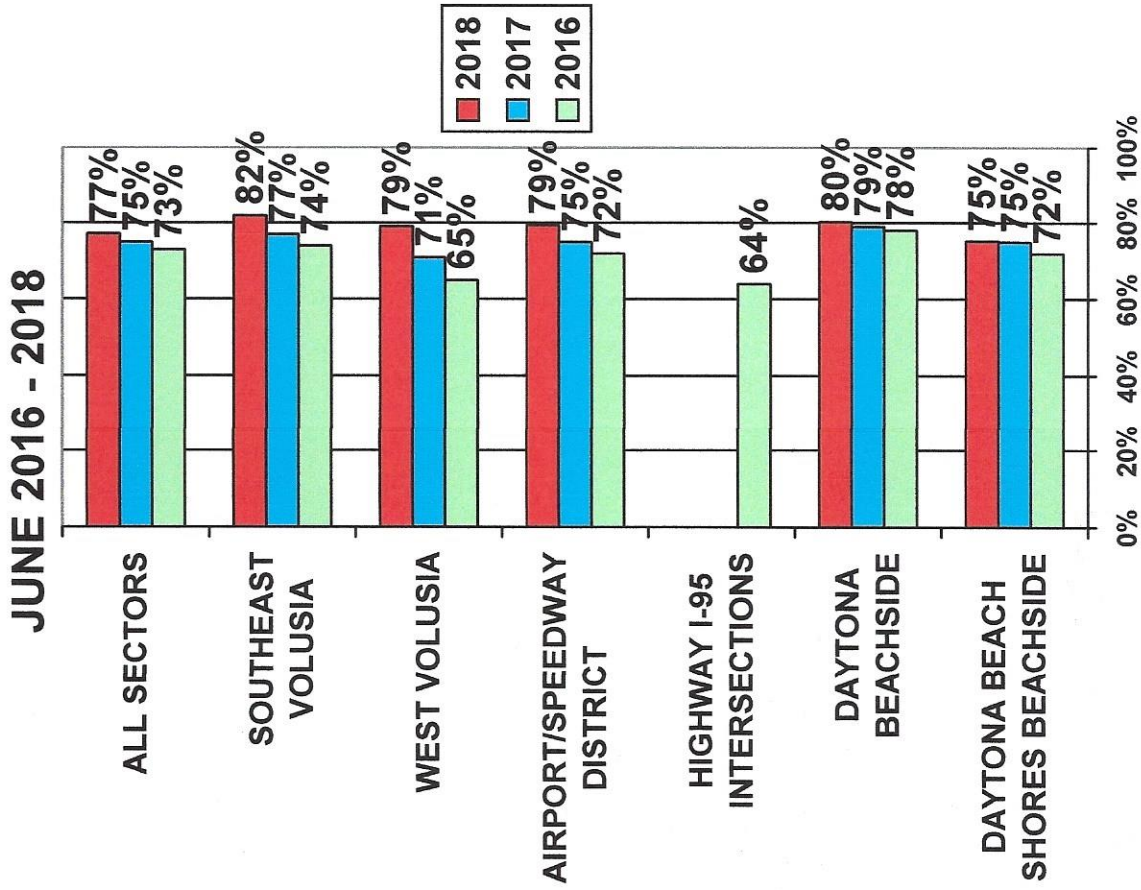
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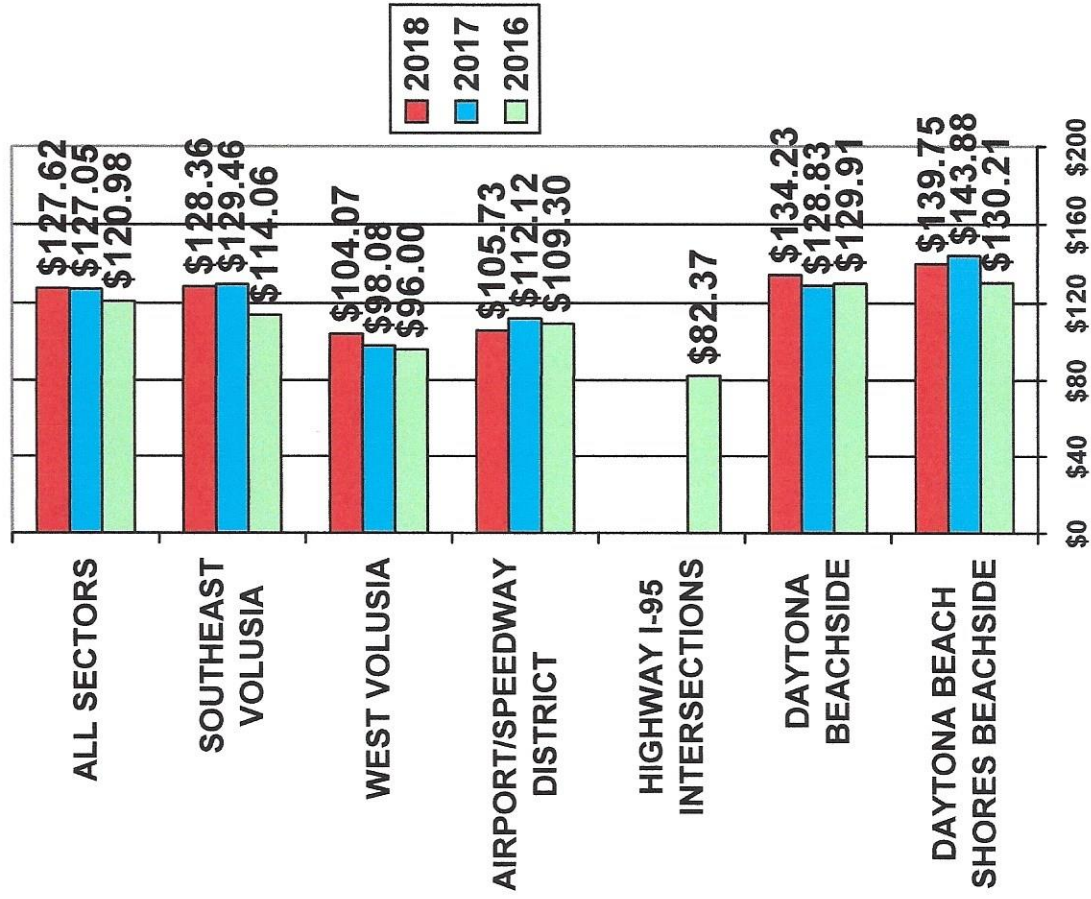
2018 YTD AVG. \$ 97.33
2017 YTD AVG. \$ 94.51
2016 YTD AVG. \$ 88.74



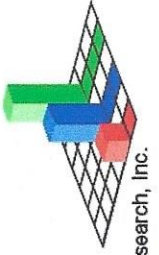
VOLUSIA OCCUPANCY BY AREA SECTORS - JUNE 2016 - 2018



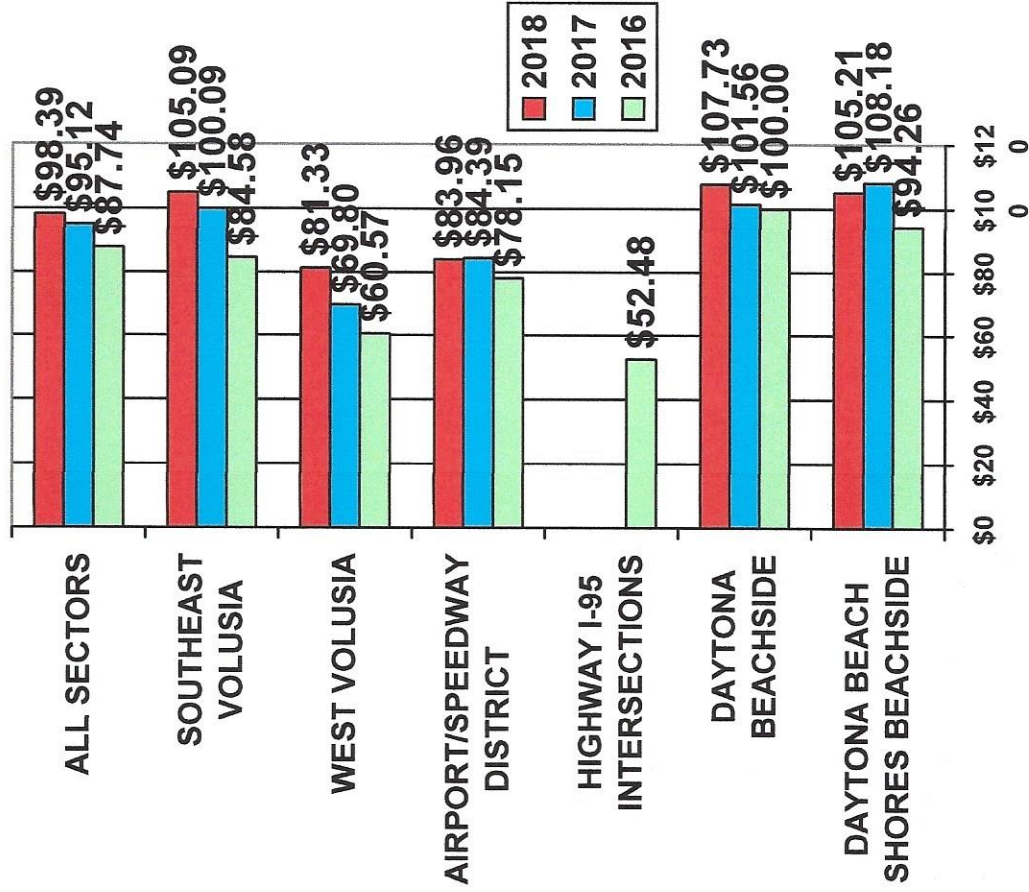
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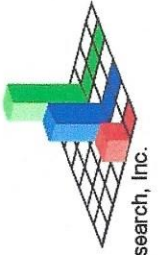
AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.



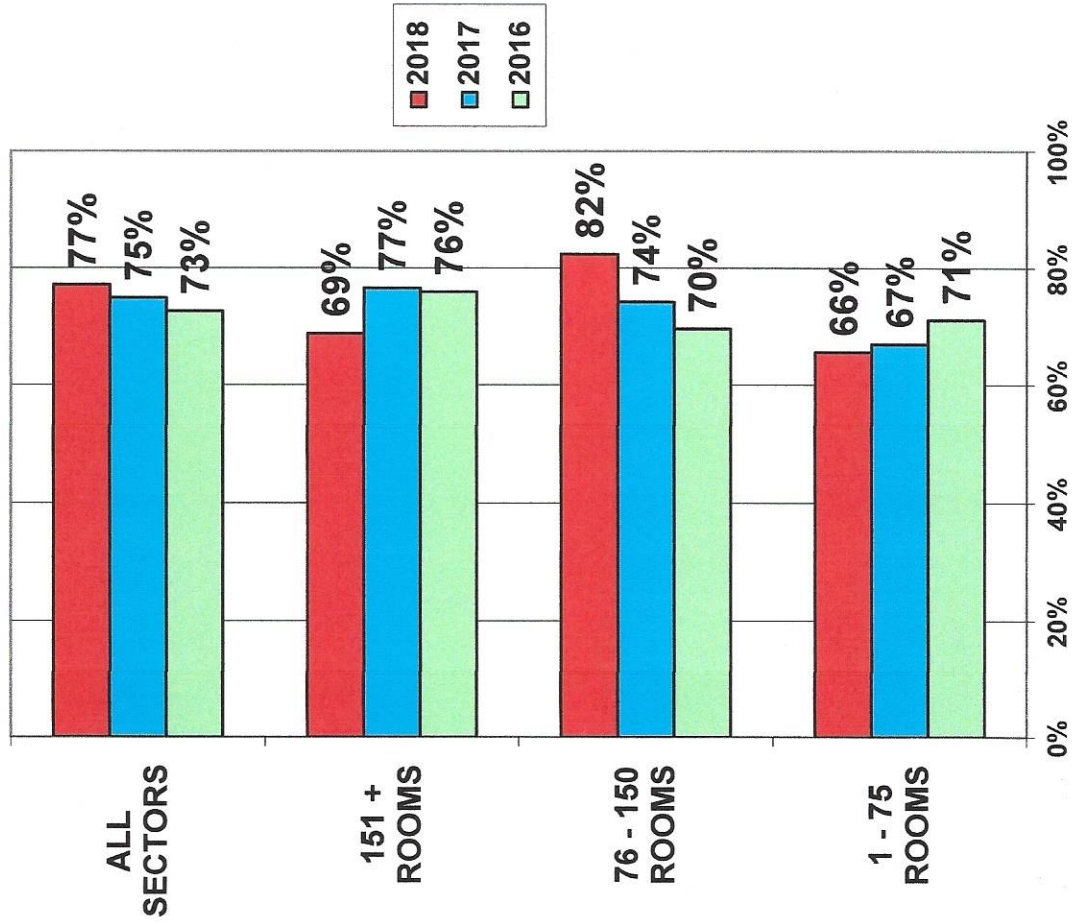
**VOLUSIA REV PAR
BY AREA SECTORS -
JUNE 2016 - 2018**



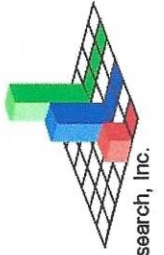
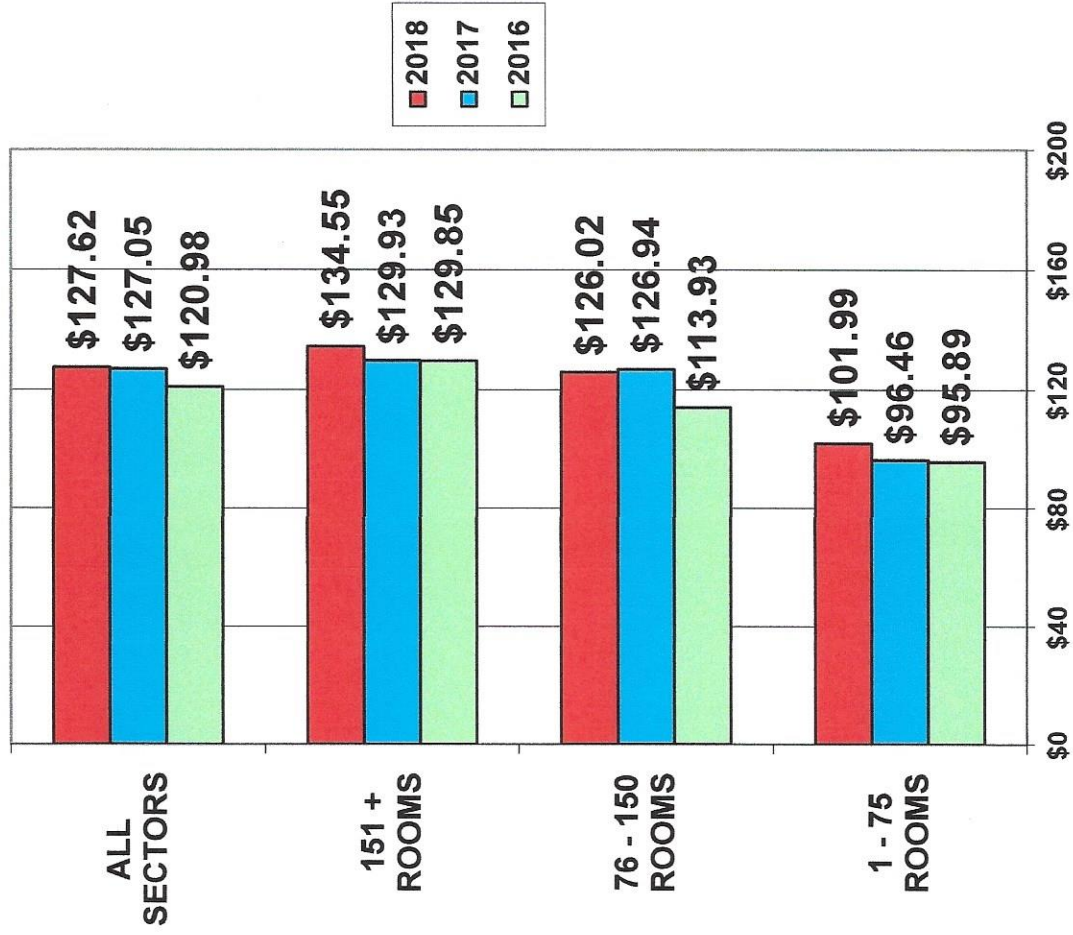
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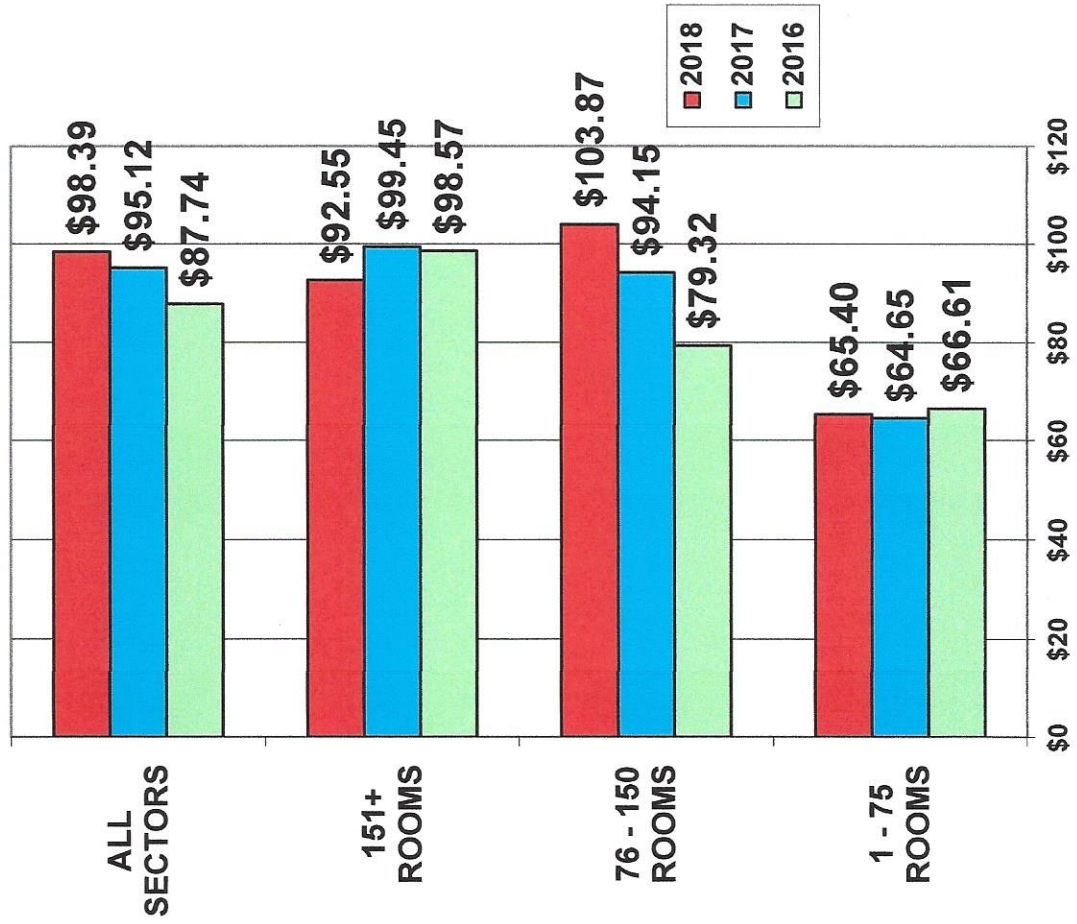
**VOLUSIA OCCUPANCY BY
PROPERTY SIZE -
JUNE 2016 - 2018**



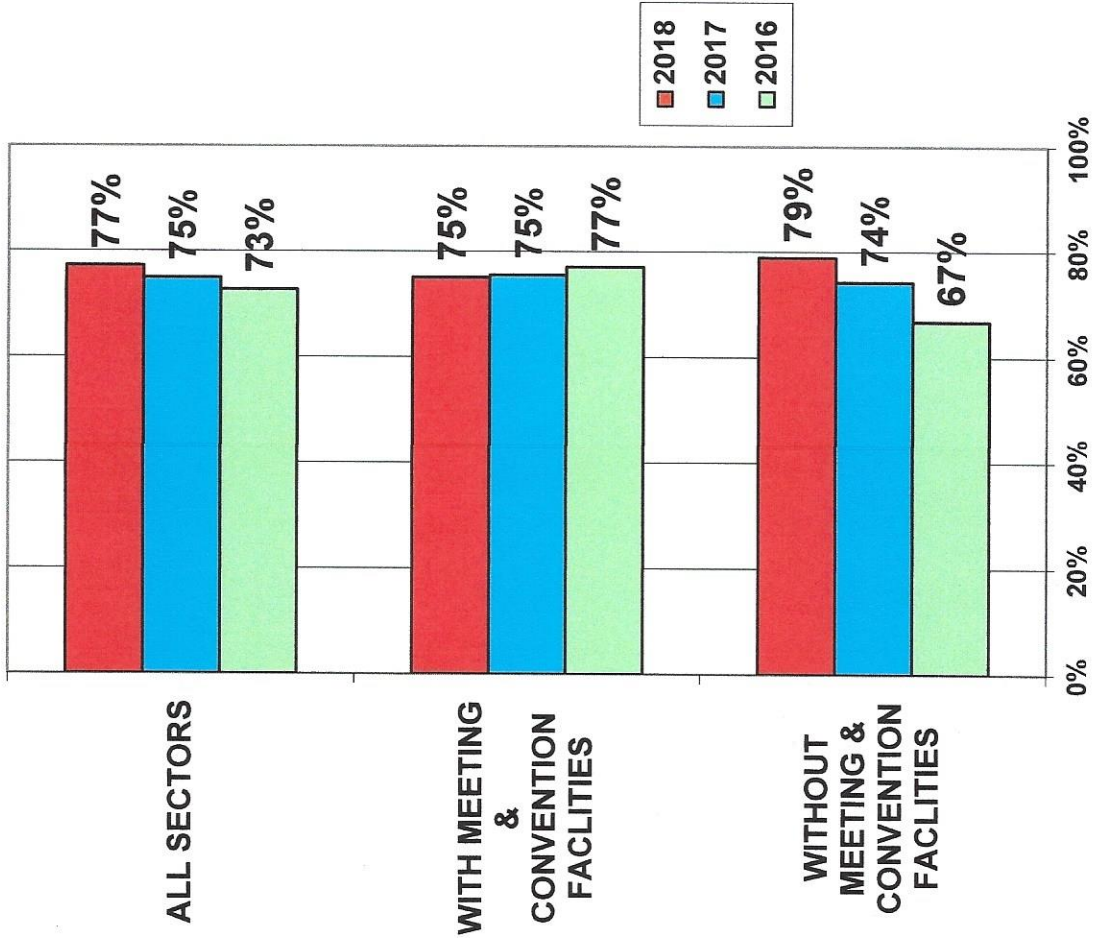
**VOLUSIA AVERAGE DAILY RATE BY
PROPERTY SIZE -
JUNE 2016 - 2018**



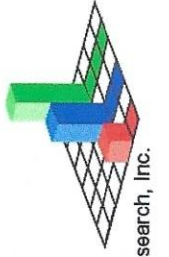
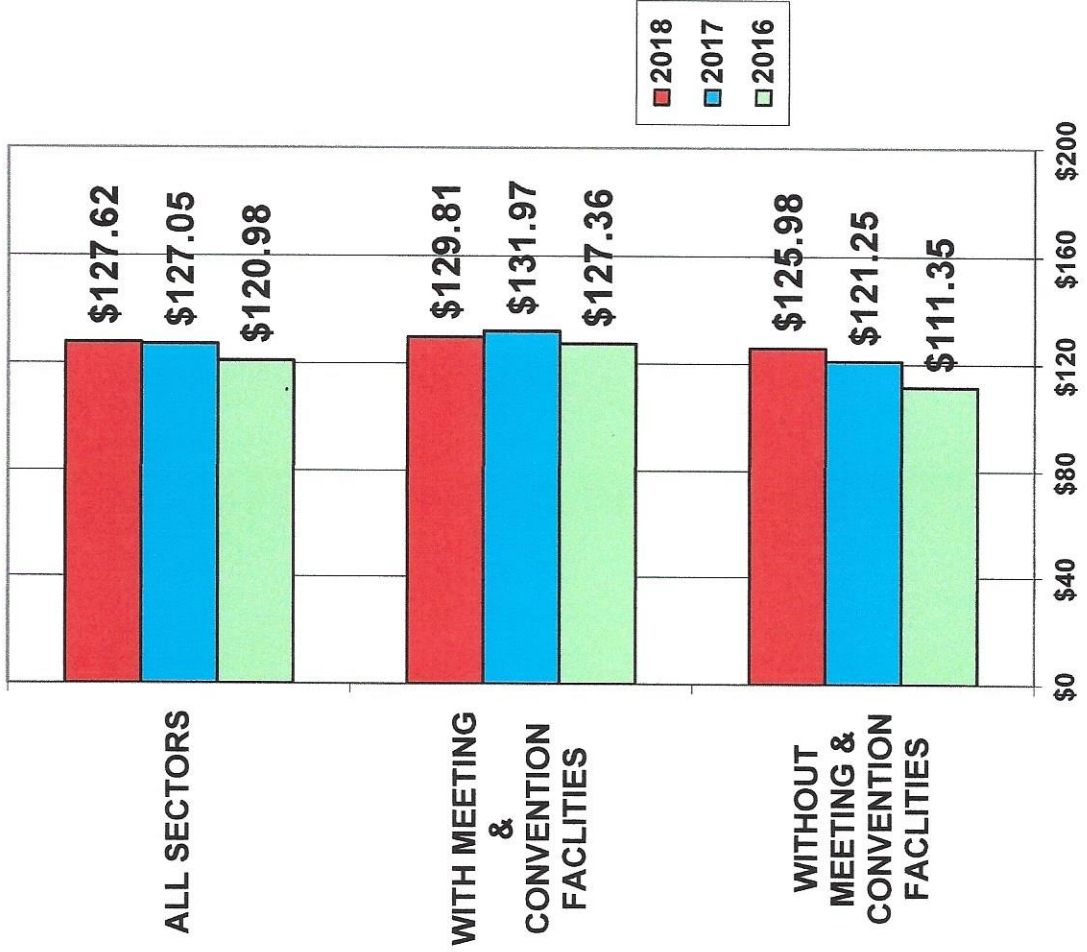
**VOLUSIA REV/PAR BY
PROPERTY SIZE -
JUNE 2016 - 2018**



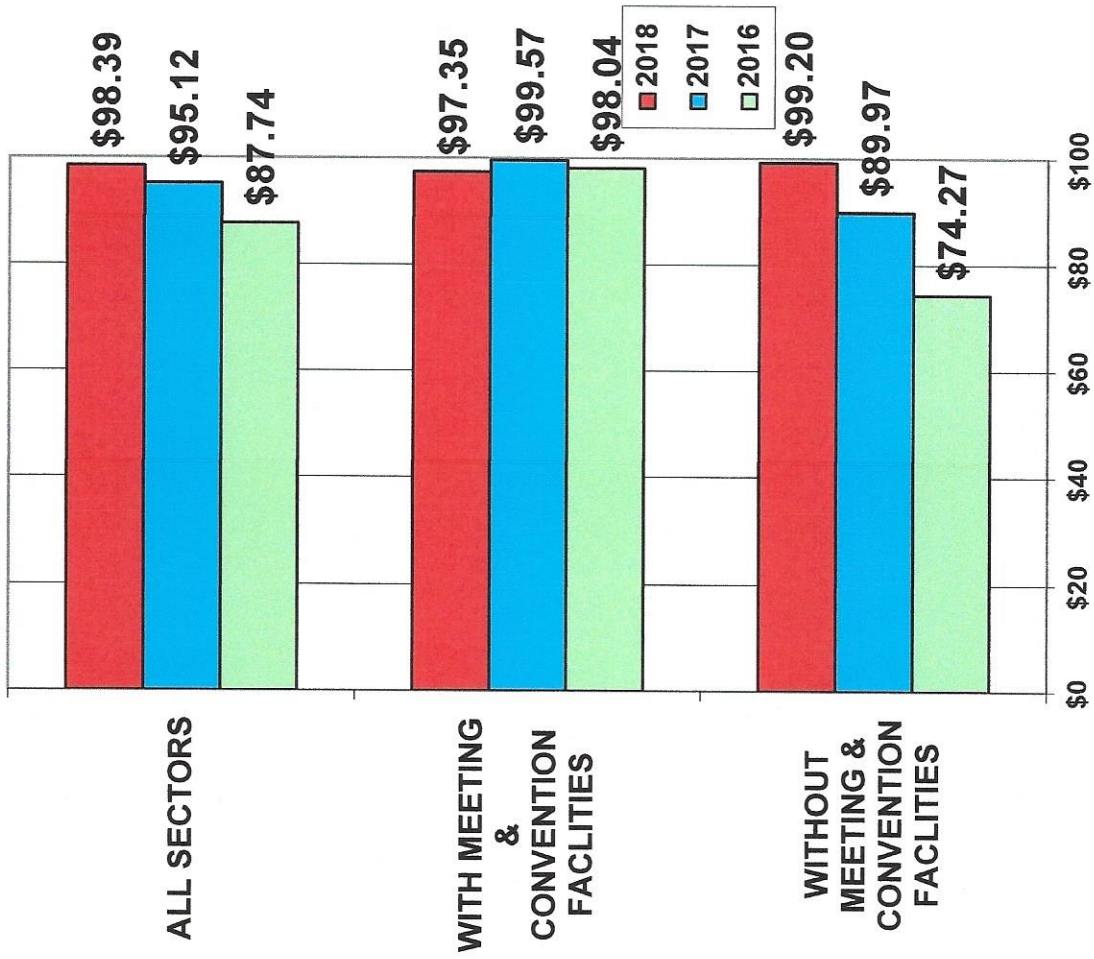
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - JUNE 2016 - 2018



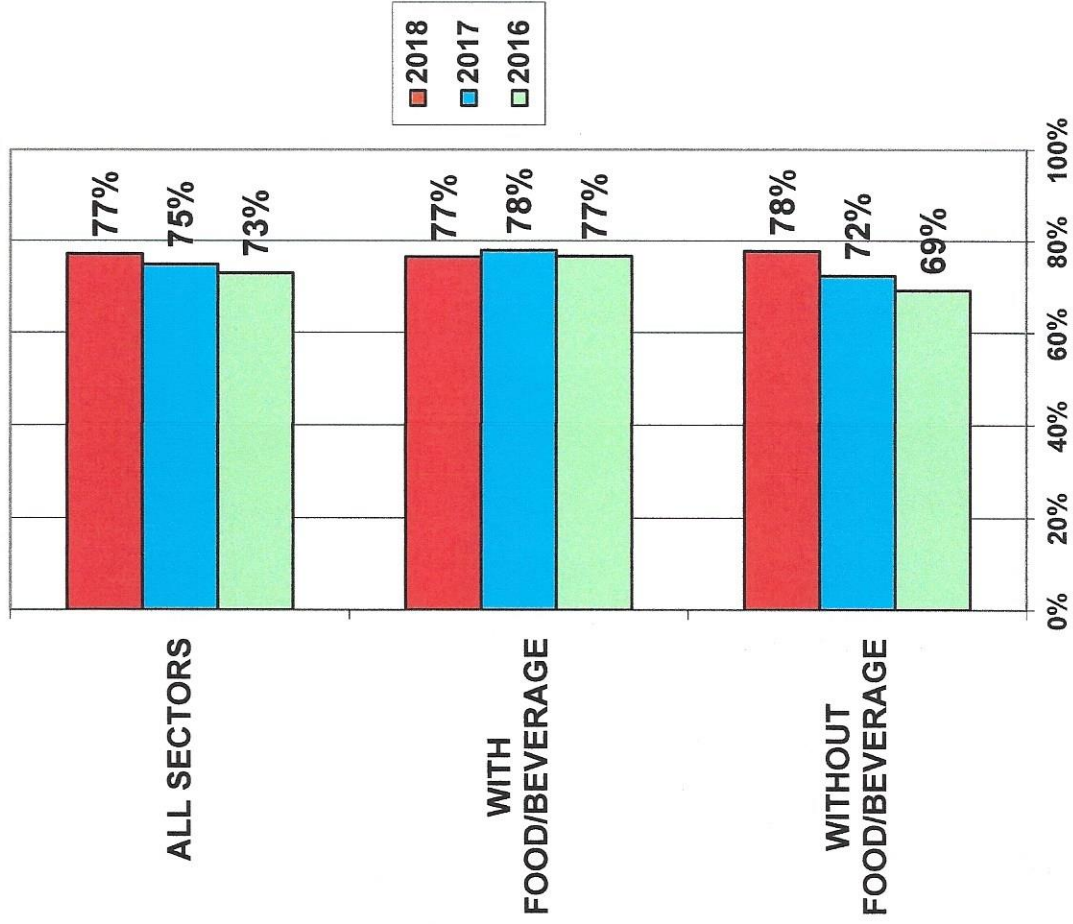
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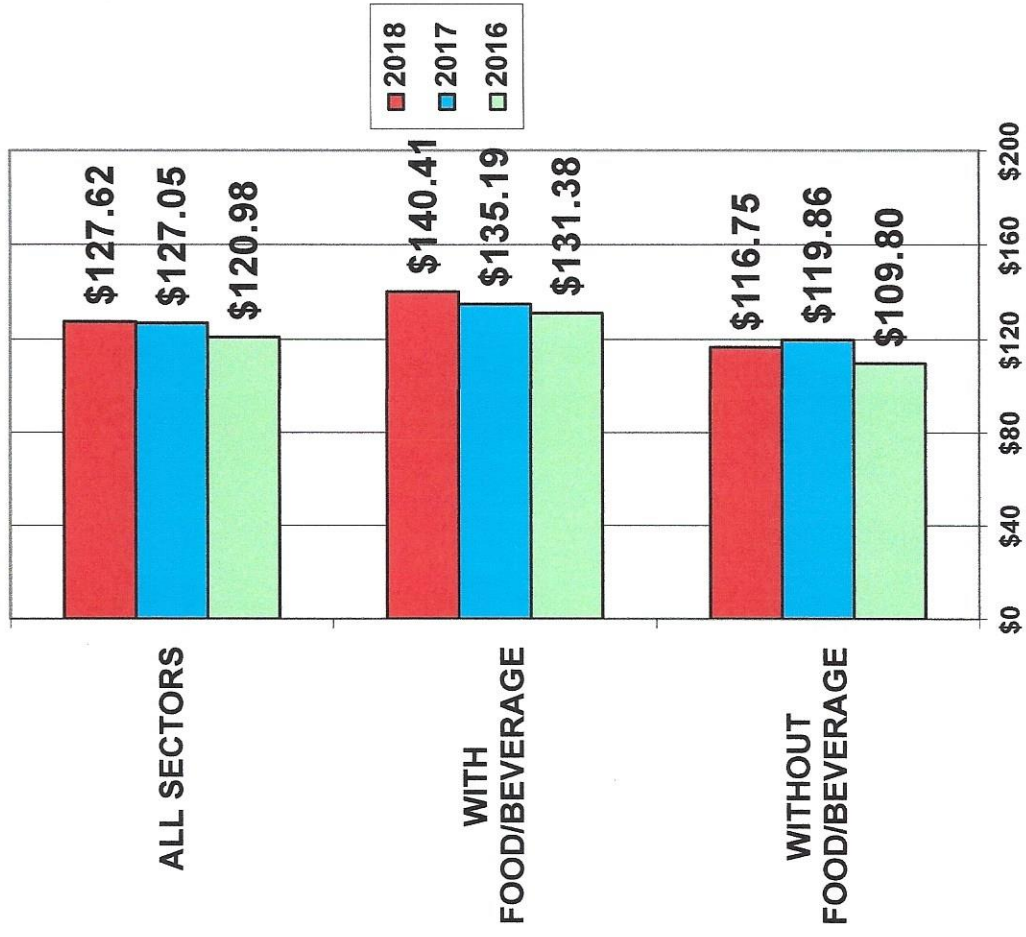
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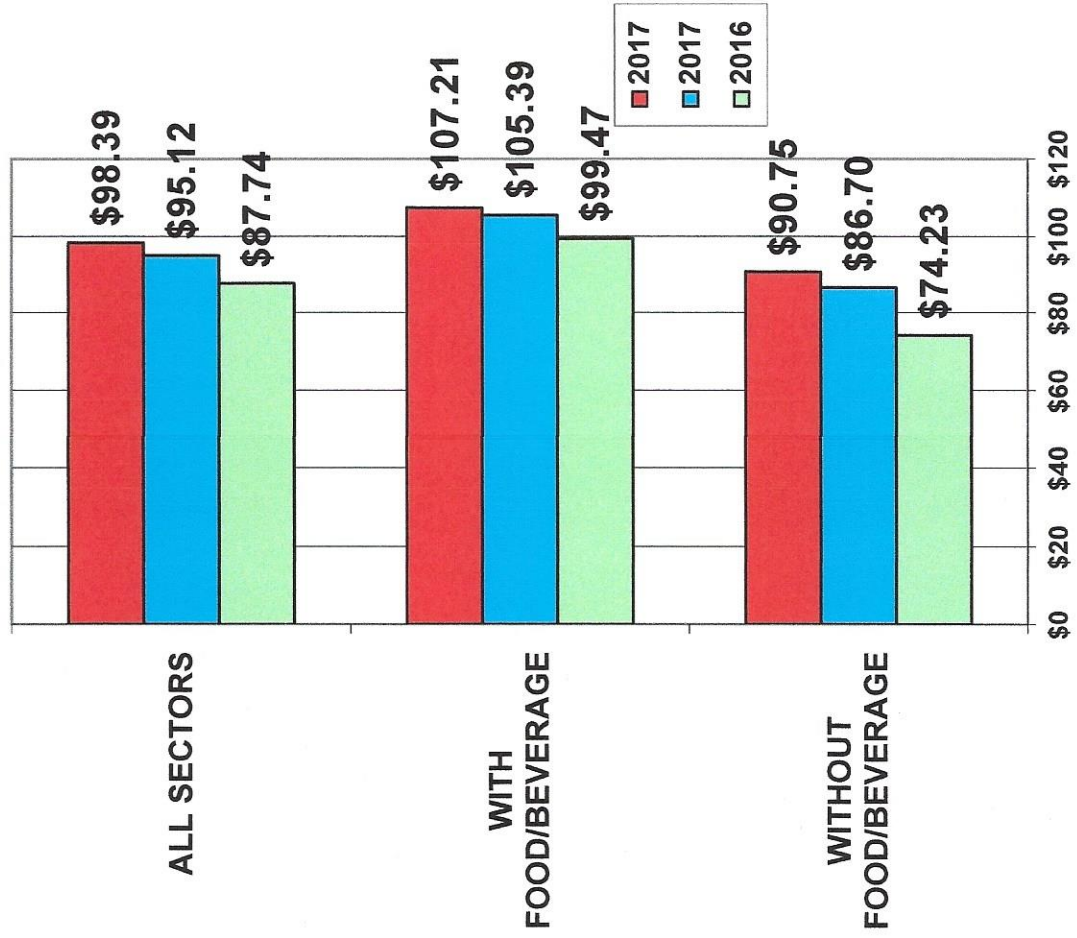
**VOLUSIA OCCUPANCY BY
FOOD/BEVERAGE -
JUNE 2016 - 2018**



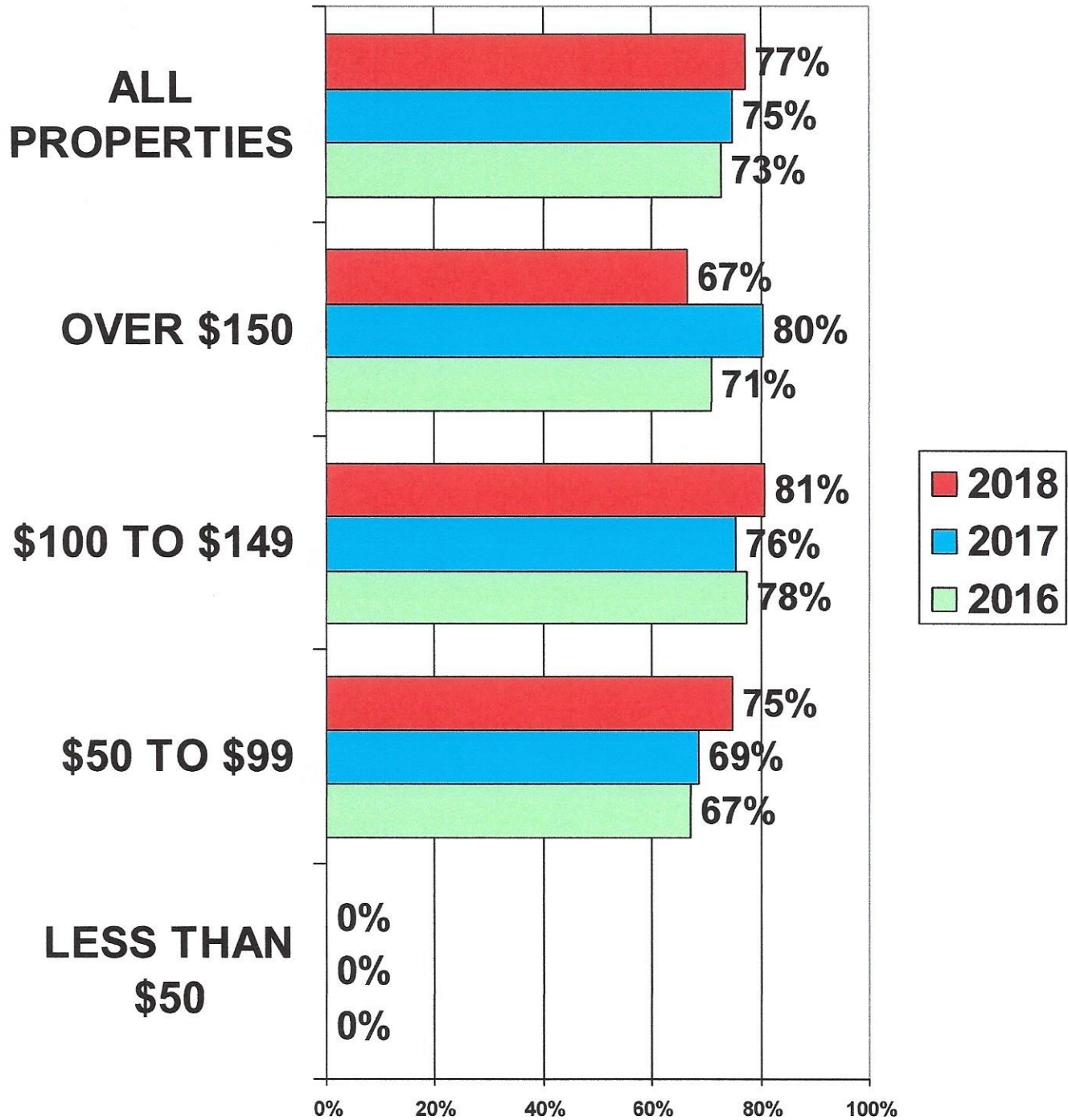
**VOLUSIA AVERAGE DAILY RATE BY
FOOD/BEVERAGE
JUNE 2016 - 2018**



**VOLUSIA REV/PAR BY
FOOD/BEVERAGE -
JUNE 2016 - 2018**



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

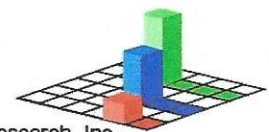


Mid-Florida Marketing & Research, Inc.

**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						
BEST WESTERN PLUS AKU TIKI	132	X	X	X	X	X	X						
DAYTONA BEACH SHORES HOTEL	101	X	X	X	X	X	X						
EL CARIBE RESORT & CONF. CENTER	112	X	X	X	X	X	X						
HAMPTON DAYTONA SHORES OCEANFRONT	111	X	X	X	X	X	X						
HOLIDAY INN EXPRESS AND SUITES OCEANFRONT	100	X	X	X	X	X	X						
HYATT PLACE	143	X	X	X	X	X	X						
OCEAN COURT MOTEL	33	X	X	X	X	X	X						
OCEANSIDE INN	191	X	X	X	X	X	X						
PERRY'S OCEAN EDGE RESORT	200	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						
SUN VIKING LODGE	91	X	X	X	X	X	X						
DAYTONA BEACHSIDE													
BEST WESTERN DAYTONA INN	96	X	X	X	X	X	X						
DAYTONA BEACH REGENCY	98	X	X	X	X	X	X						
DAYTONA BEACH RESORT	303	X	X	X	X	X	X						
DAYTONA INN BEACH RESORT	65	X	X	X	X	X	X						
HARD ROCK HOTEL	200	-	-	-	X	X	X						
HILTON DAYTONA BEACH RESORT	742	X	X	X	X	X	X						
HILTON GARDEN INN DAYTONA BEACH OCEANFRONT	144	X	X	X	X	X	X						
HOLIDAY INN & SUITES ON THE OCEAN	123	X	X	X	X	X	X						
HOLIDAY INN RESORT DAYTONA	188	X	X	X	X	X	X						
NAUTILUS INN	90	X	X	X	X	X	X						
OCEAN BREEZE CLUB HOTEL	206	X	X	X	X	X	X						
PLAZA RESORT & SPA	322	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						



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ORMOND BEACHSIDE													
BEST WESTERN CASTILLO DEL SOL	147	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						
*COUNTRY INN & SUITES PORT ORANGE	87	X	X	X	X	X	X						
CLARION INN DESTINATION DAYTONA	79	X	X	X	X			X					
SLEEP INN	82	X	X										
AIRPORT/SPEEDWAY DISTRICT													
DAYTONA BEACH COURTYARD	122	X	X	X	X	X	X						
DAYTONA BEACH RESIDENCE INN	122	X	X	X	X	X	X						
HAMPTON INN AIRPORT	122	X	X	X	X	X	X						
HILTON GARDEN INN D B AIRPORT	115	X	X	X	X	X	X						
HOMEWOOD SUITES	94	X	X	X	X	X	X						
QUALITY INN DAYTONA	64	X	X	X	X	X	X						
WEST VOLUSIA													
ALLING HOUSE BED AND BREAKFAST ORANGE CITY	8	X	X	X	X	X	X						
ARTISAN DOWNTOWN	8	X	X	X	X	X	X						
COMFORT INN DELAND	68	X	X	X	X	X	X						
DAYS INN ORANGE CITY	37	X	X	X	X	X	X						
HAMPTON INN DEBARY	76	X	X	X	X	X	X						
HAMPTON INN DELAND	94	X	X	X	X	X	X						
HOLIDAY IN EXPRESS ORANGE CITY	114	X	X	X	X	X	X						
HONTOON LANDING	18	X	X	X	X	X	X						
SE VOLUSIA													
BEST WESTERN HOTEL	101	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						
HAMPTON INN	122	X	X	X	X	X	X						
INN ON THE AVENUE	6			X	X	X	X						
OCEAN TRILLIUM SUITES	32	X	X	X	X	X	X						

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

