

Memo

To: HAAA
From: Evelyn Fine
Date: March 2, 2020
Subject: January 2020 Occupancy & Average Daily Rate Report

Overall Daytona Beach Area Occupancy increased about 5%, to 61% in January 2020 from 58% in January 2019.

The Daytona Beach Area Average Daily Rate increased about 1%, to \$128.97 in January 2020 from \$127.92 in January 2019.

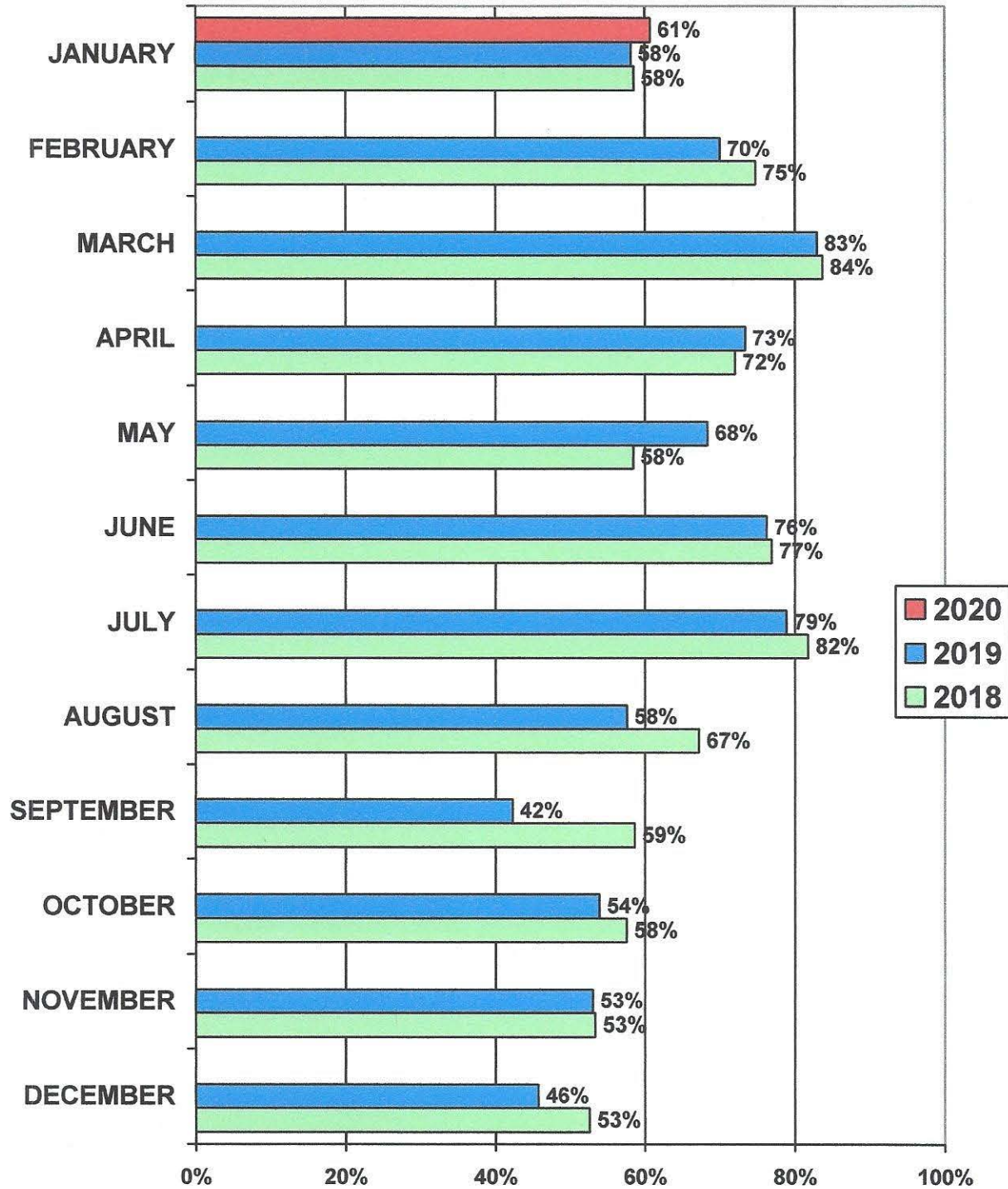
The Daytona Beach Area Revenue per Available Room increased about 6%, to \$78.71 in January 2020 from \$74.33 in January 2019.

The Rolex 24 Hours helped contributed to the overall Occupancy and ADR.

EF/LK



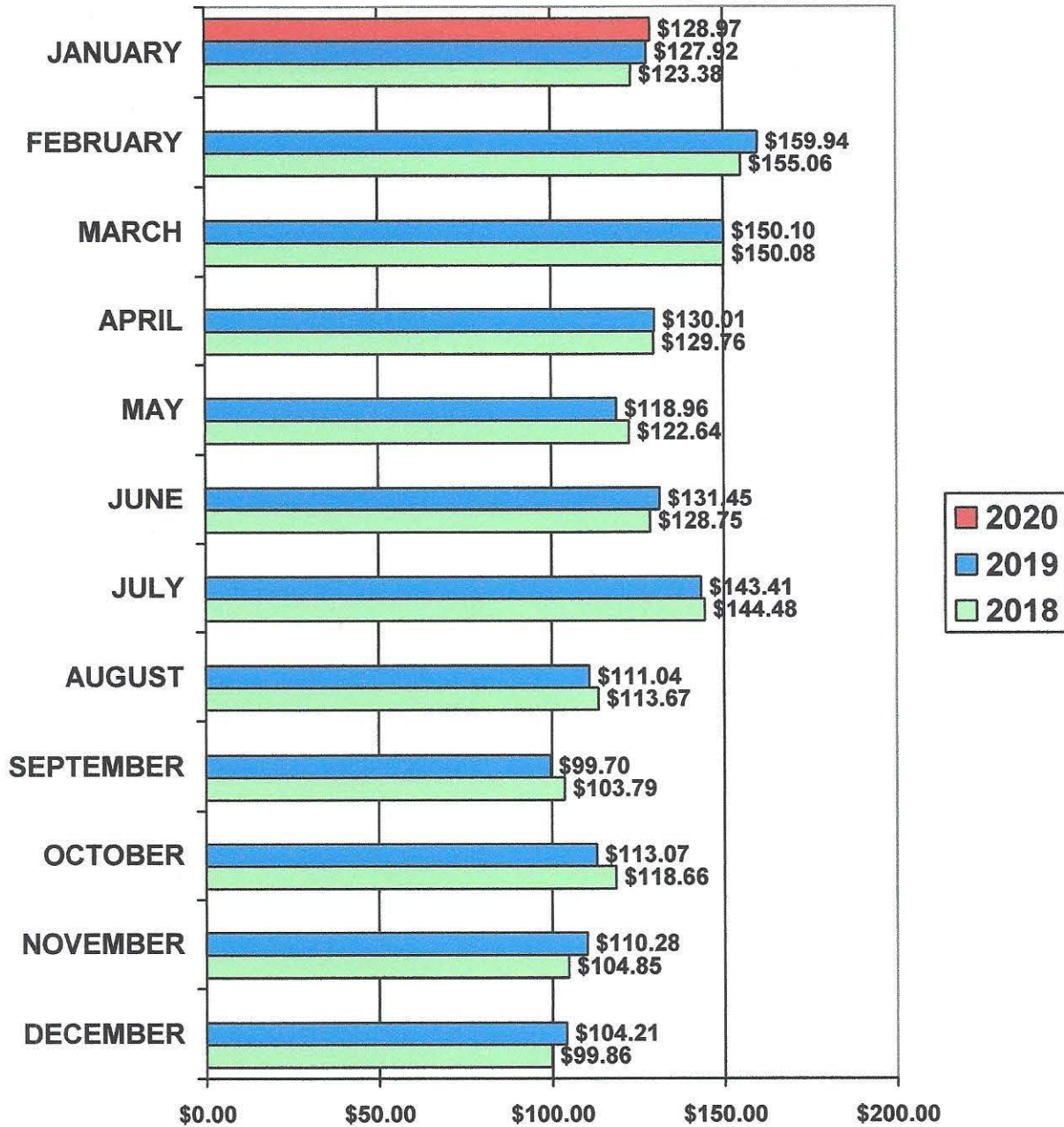
HALIFAX AREA HOTEL/MOTEL OCCUPANCY 2018 - 2020



2020 YTD AVG. 61%
 2019 YTD AVG. 58%
 2018 YTD AVG. 58%

JANUARY 2020 HIGH 99%
 JANUARY 2020 LOW 21%

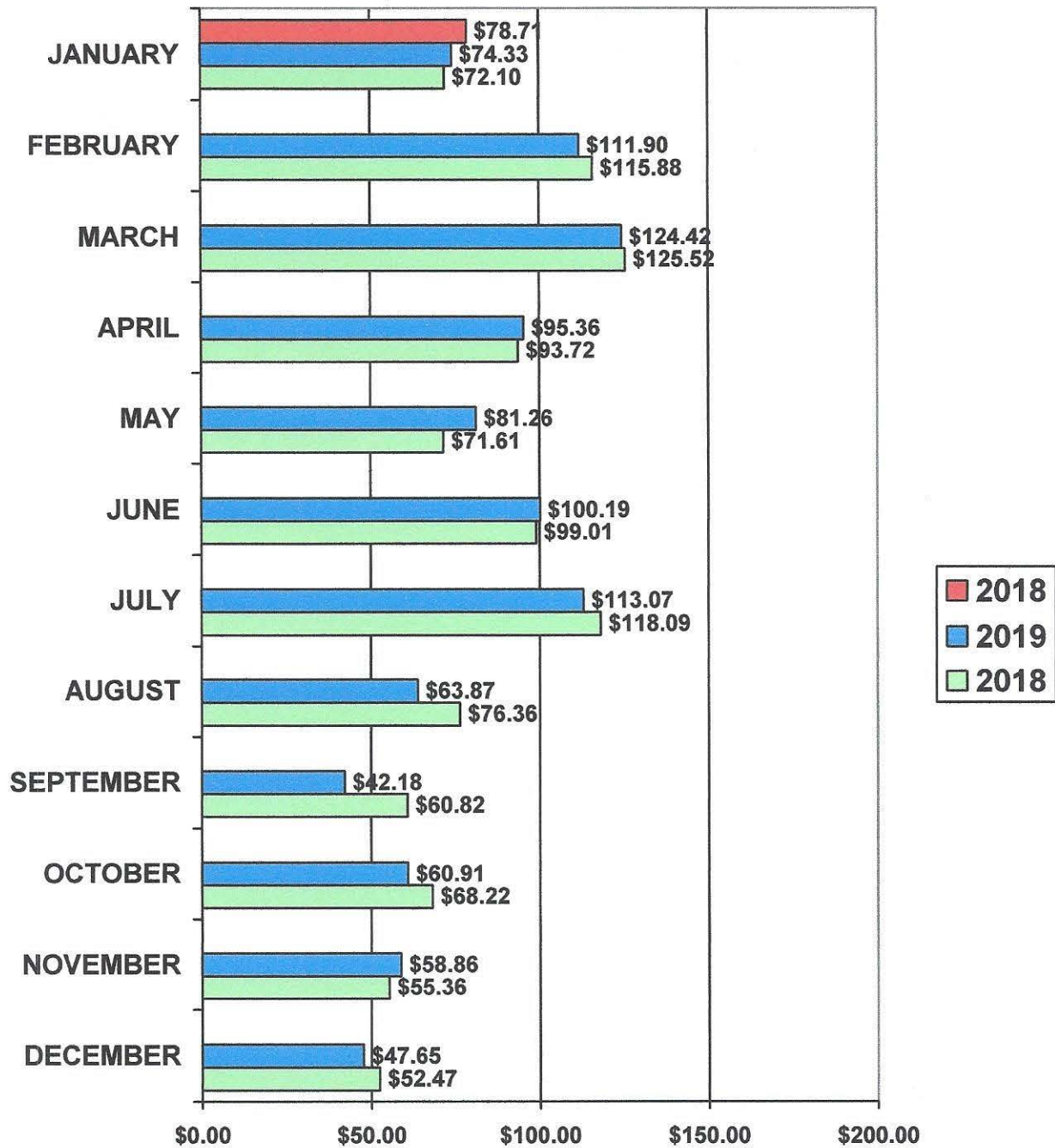
HALIFAX AREA HOTEL/MOTEL AVERAGE DAILY RATE 2018 - 2020



2020 YTD AVG. \$128.97 JANUARY 2020 HIGH \$ 197.04
 2019 YTD AVG. \$127.49 JANUARY 2020 LOW \$ 60.10
 2018 YTD AVG. \$123.38



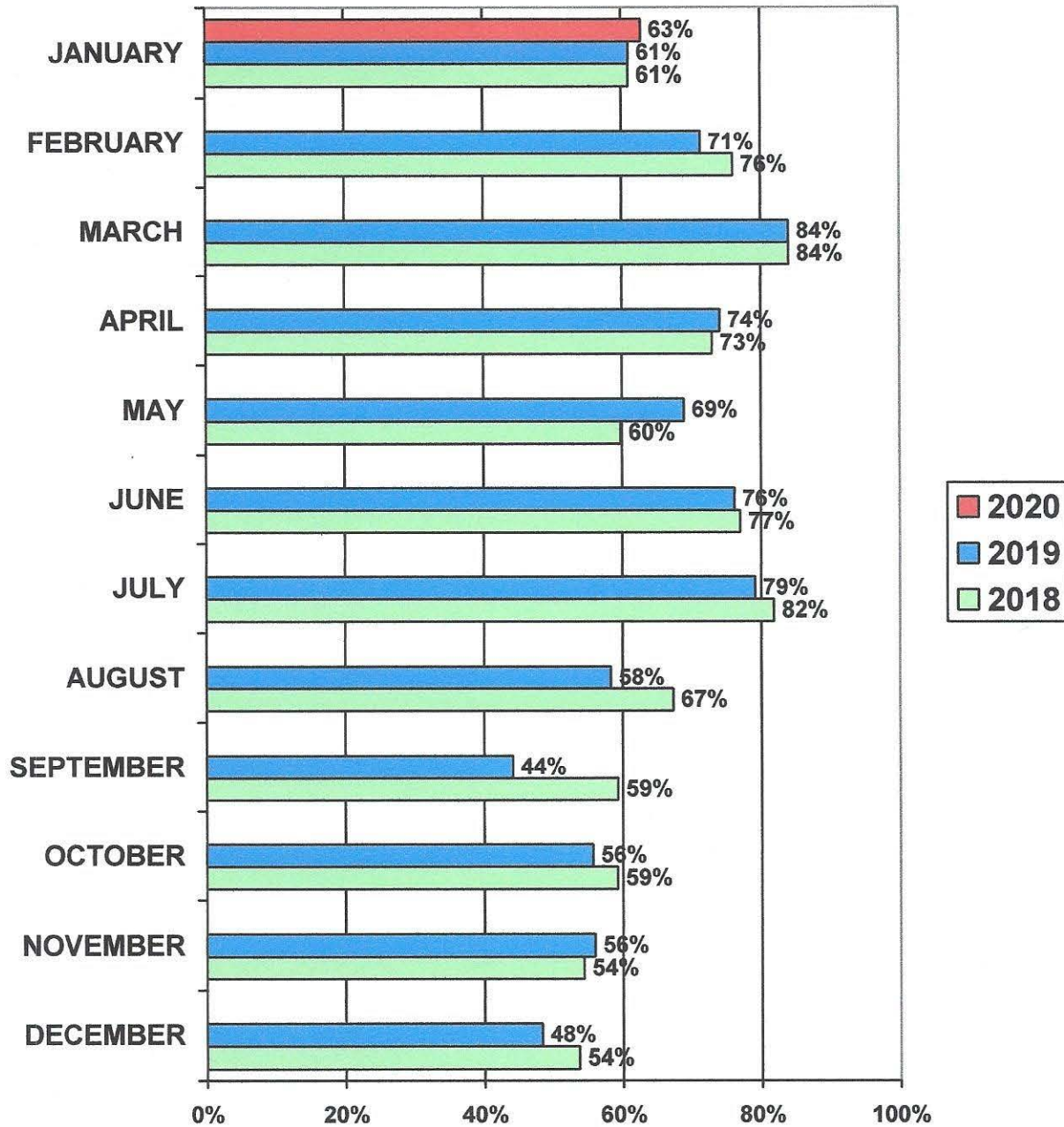
HALIFAX AREA HOTEL/MOTEL REV PAR BY MONTH 2018 - 2020



2020 YTD AVG. \$ 78.71
 2019 YTD AVG. \$ 74.33
 2018 YTD AVG. \$ 72.10



VOLUSIA HOTEL/MOTEL OCCUPANCY 2018 - 2020

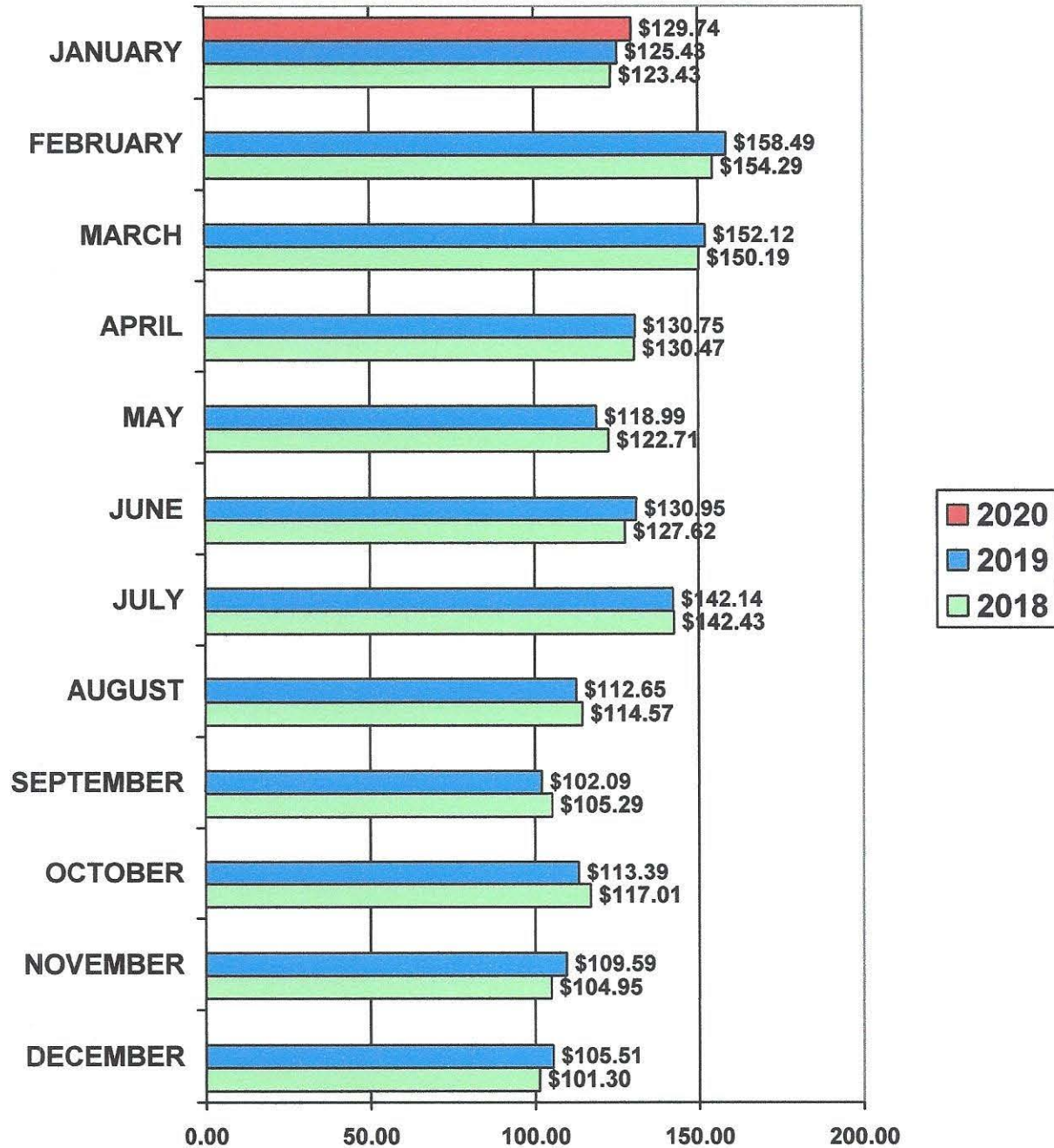


2020 YTD AVG. 63%
2019 YTD AVG. 61%
2018 YTD AVG. 61%

JANUARY HIGH 99%
JANUARY LOW 21%

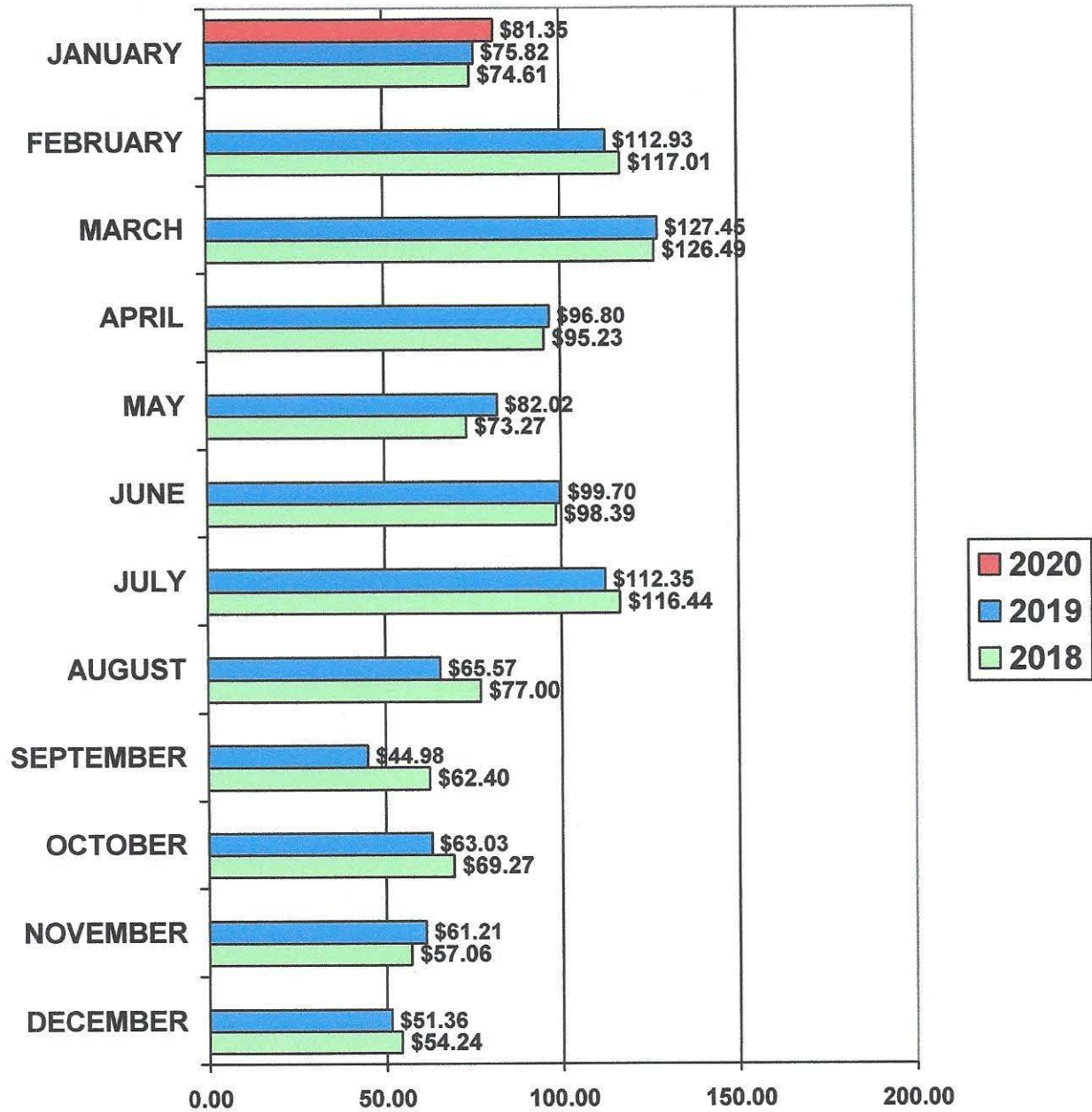


VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2018 - 2020



2020 YTD AVG. \$129.70 JANUARY 2020 HIGH \$ 197.04
 2019 YTD AVG. \$125.43 JANUARY 2020 LOW \$ 55.60
 2018 YTD AVG. \$123.43

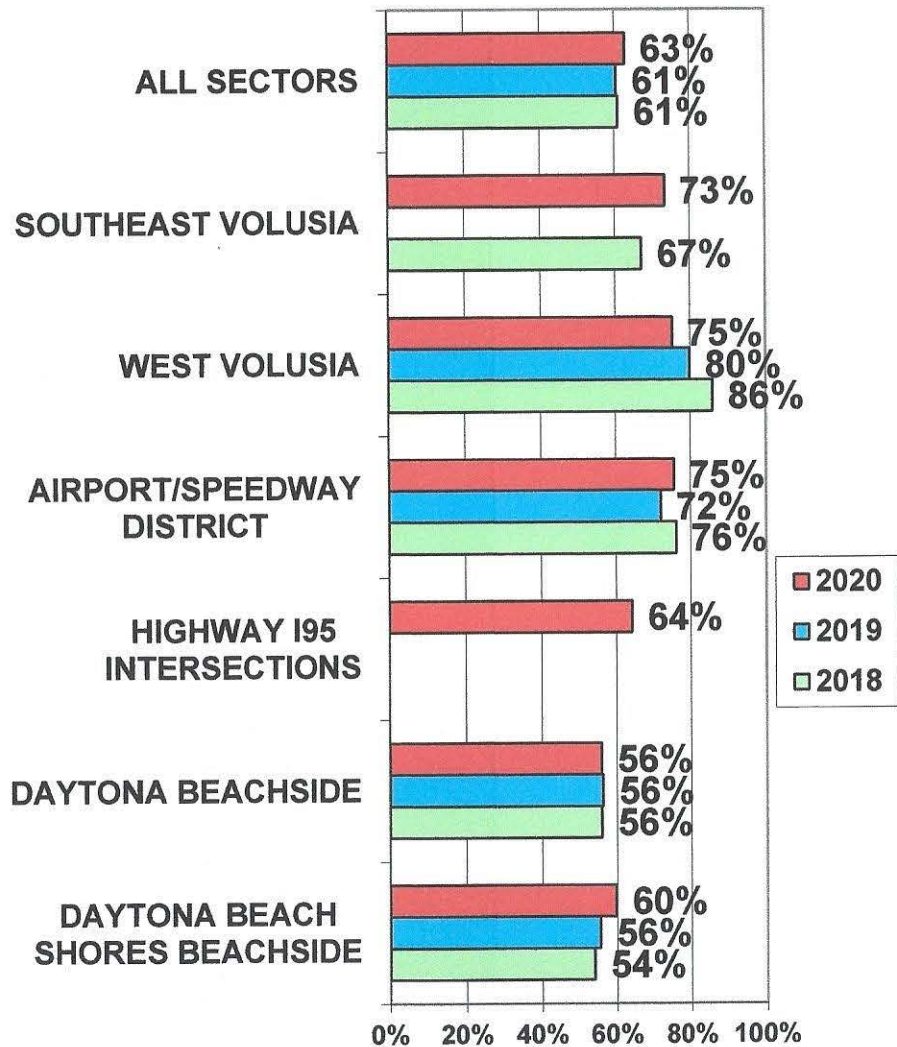
VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2018 - 2020



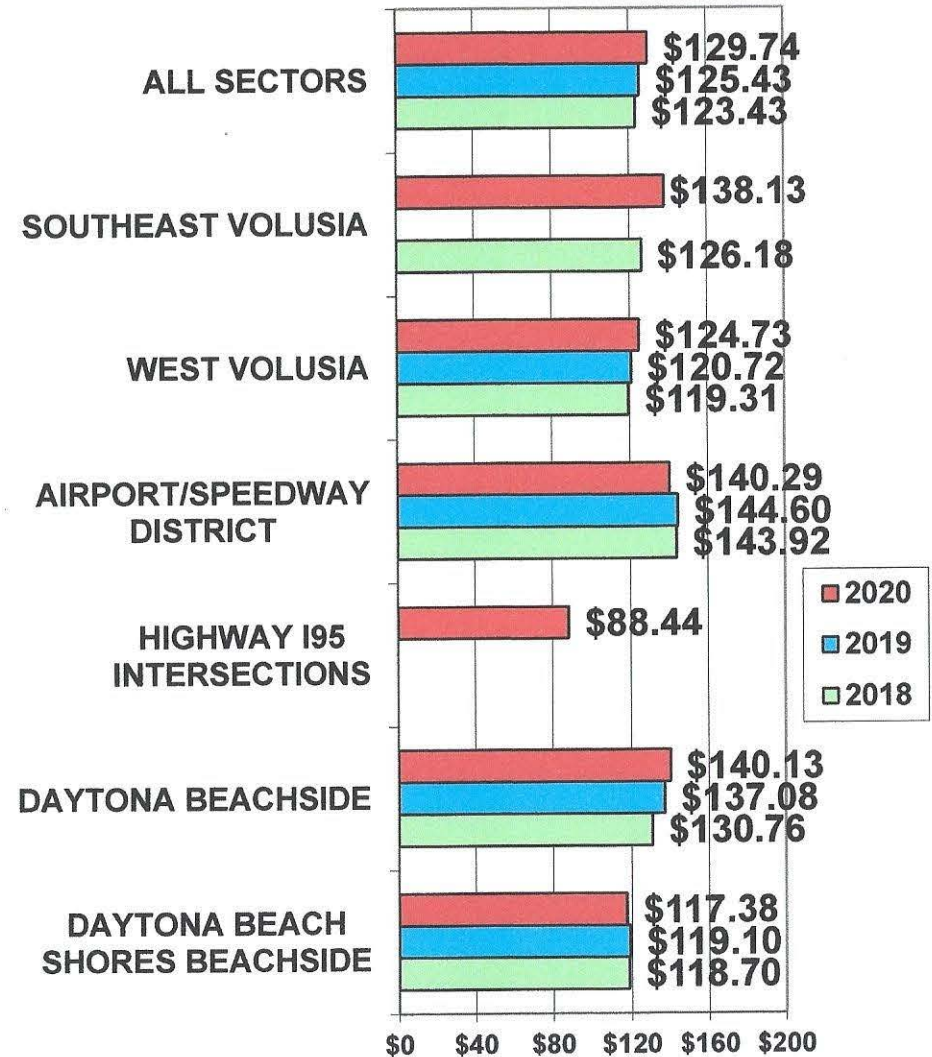
2020 YTD AVG. \$ 81.35
 2019 YTD AVG. \$ 75.82
 2018 YTD AVG. \$ 74.61



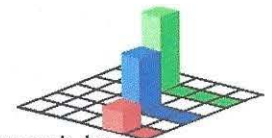
VOLUSIA OCCUPANCY BY AREA SECTORS - JANUARY 2018 - 2020



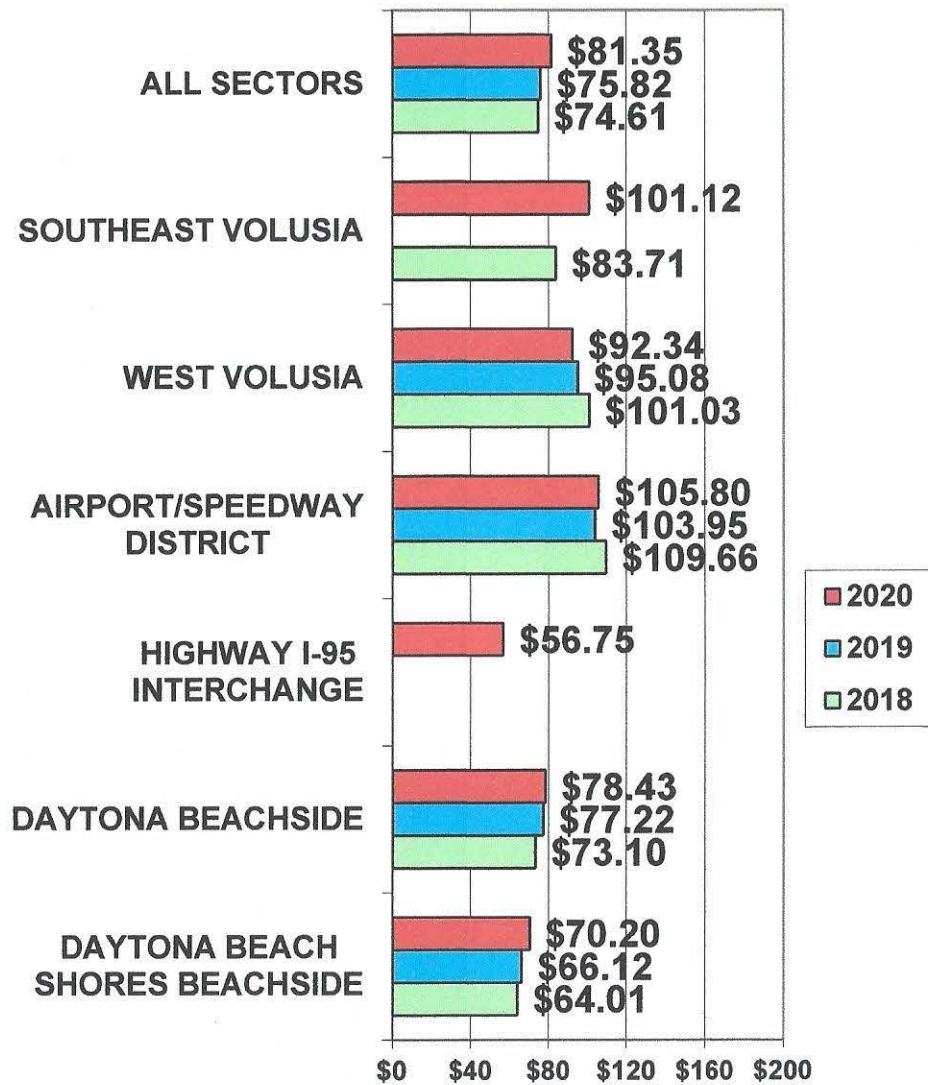
VOLUSIA AVERAGE DAILY RATE BY AREA SECTORS - JANUARY 2018 - 2020



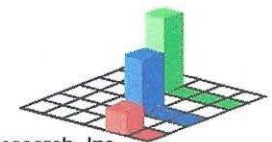
AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.



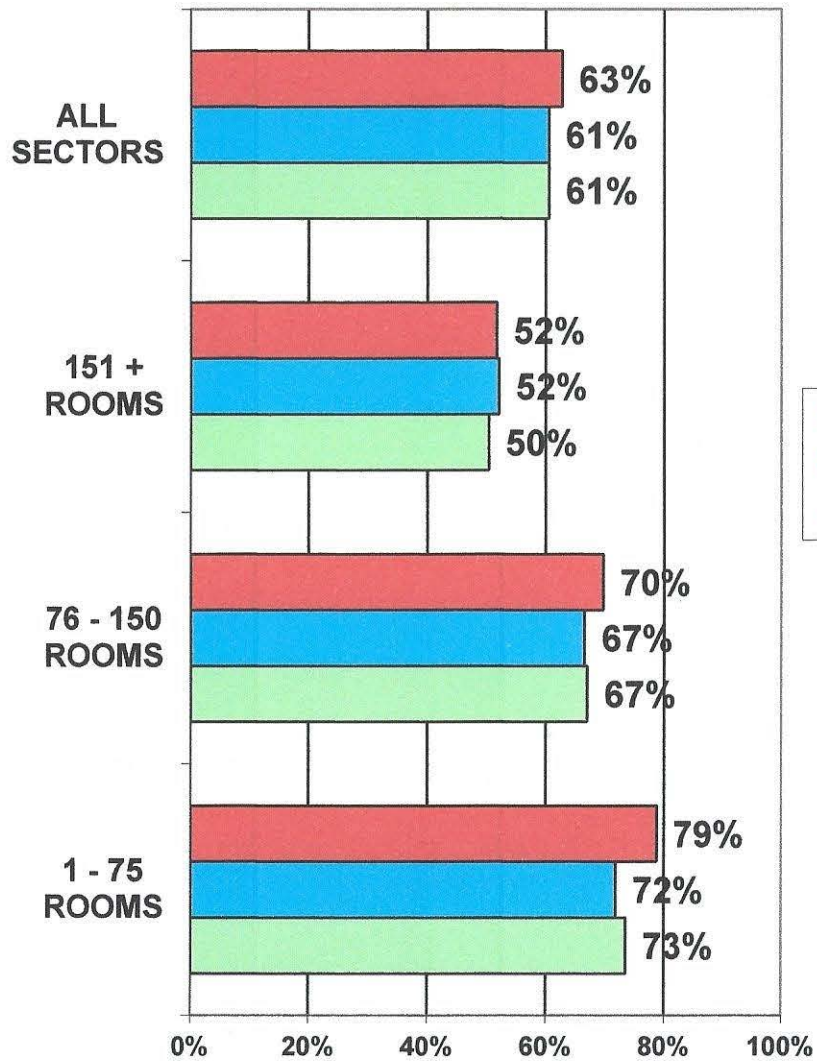
VOLUSIA REV PAR BY AREA SECTORS - JANUARY 2018 - 2020



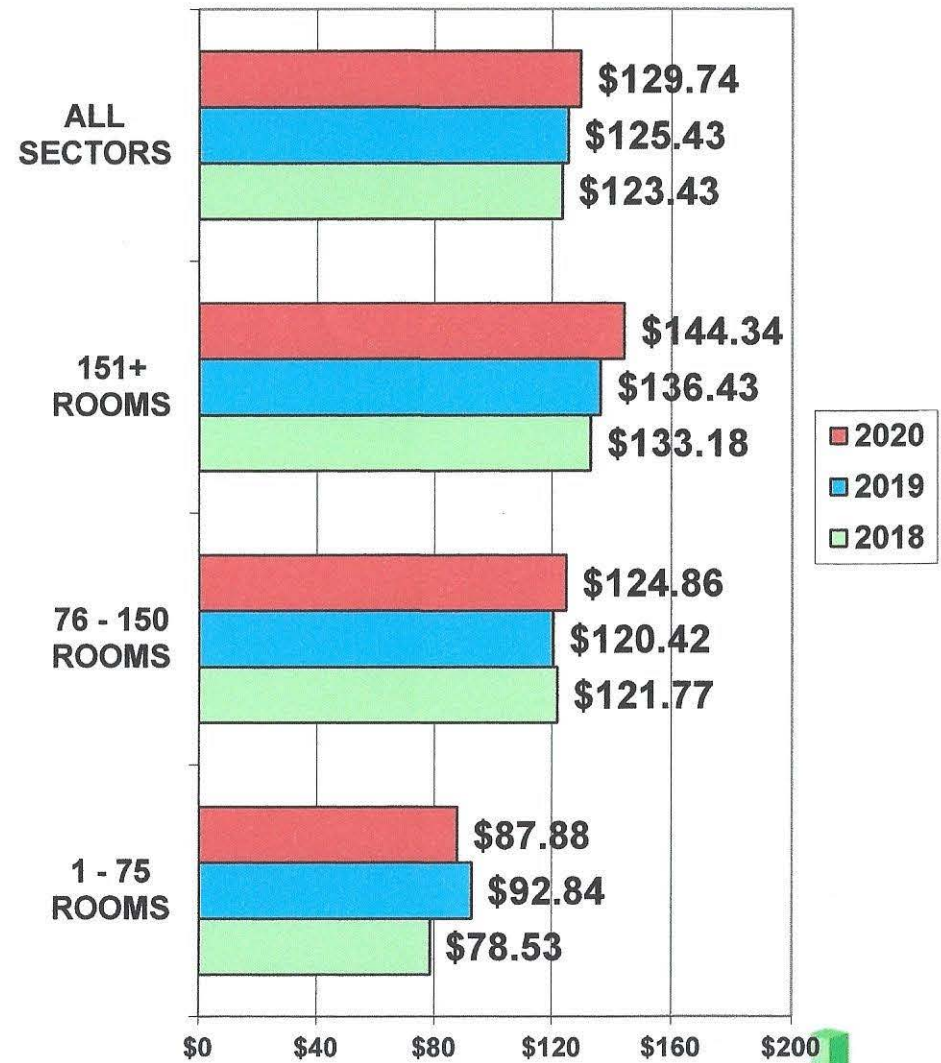
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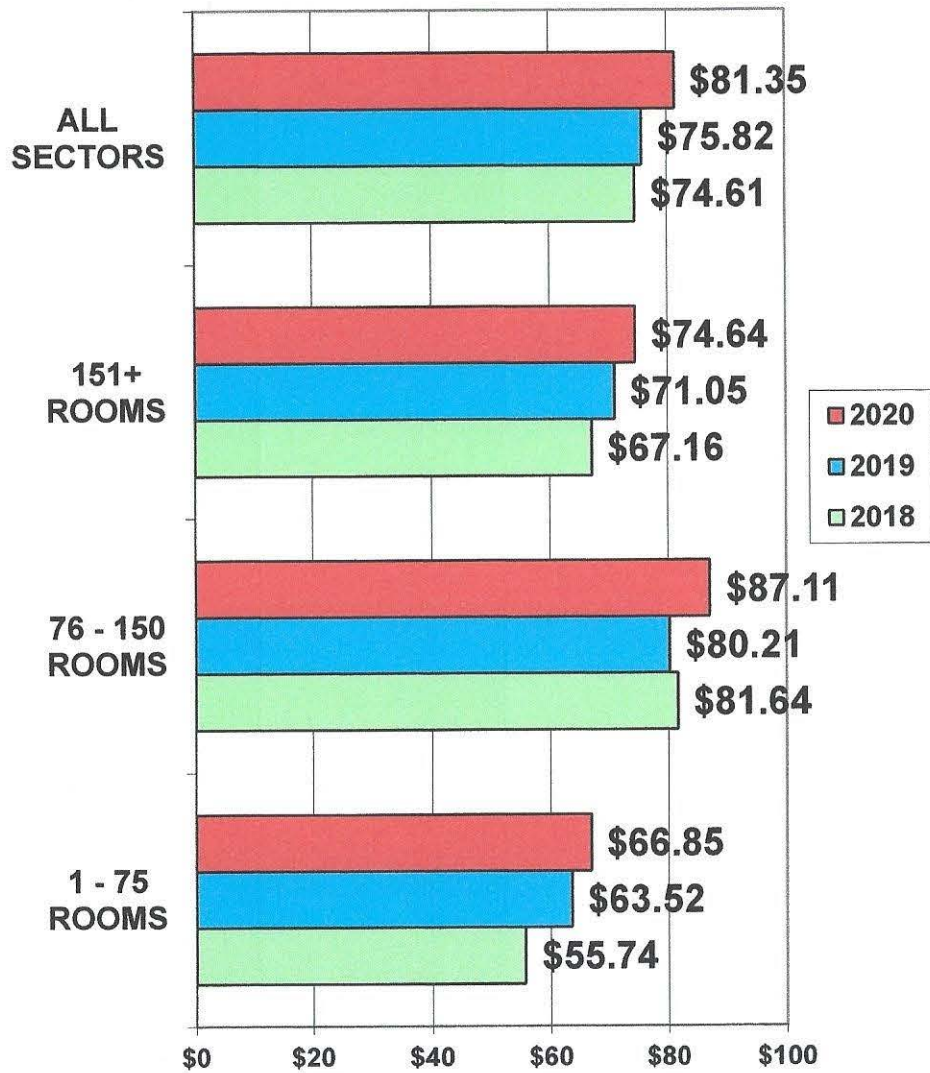
VOLUSIA OCCUPANCY BY PROPERTY SIZE - JANUARY 2018 - 2020



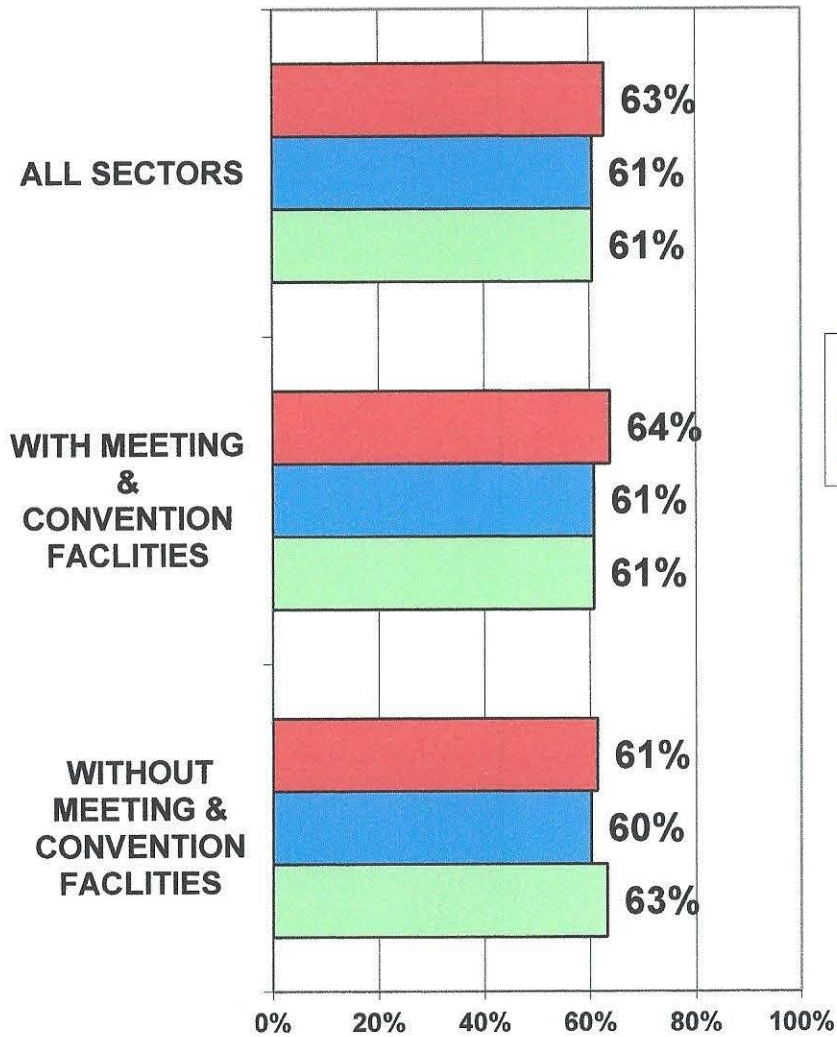
VOLUSIA AVERAGE DAILY RATE BY PROPERTY SIZE - JANUARY 2018 - 2020



VOLUSIA REV/PAR BY PROPERTY SIZE - JANUARY 2018 - 2020



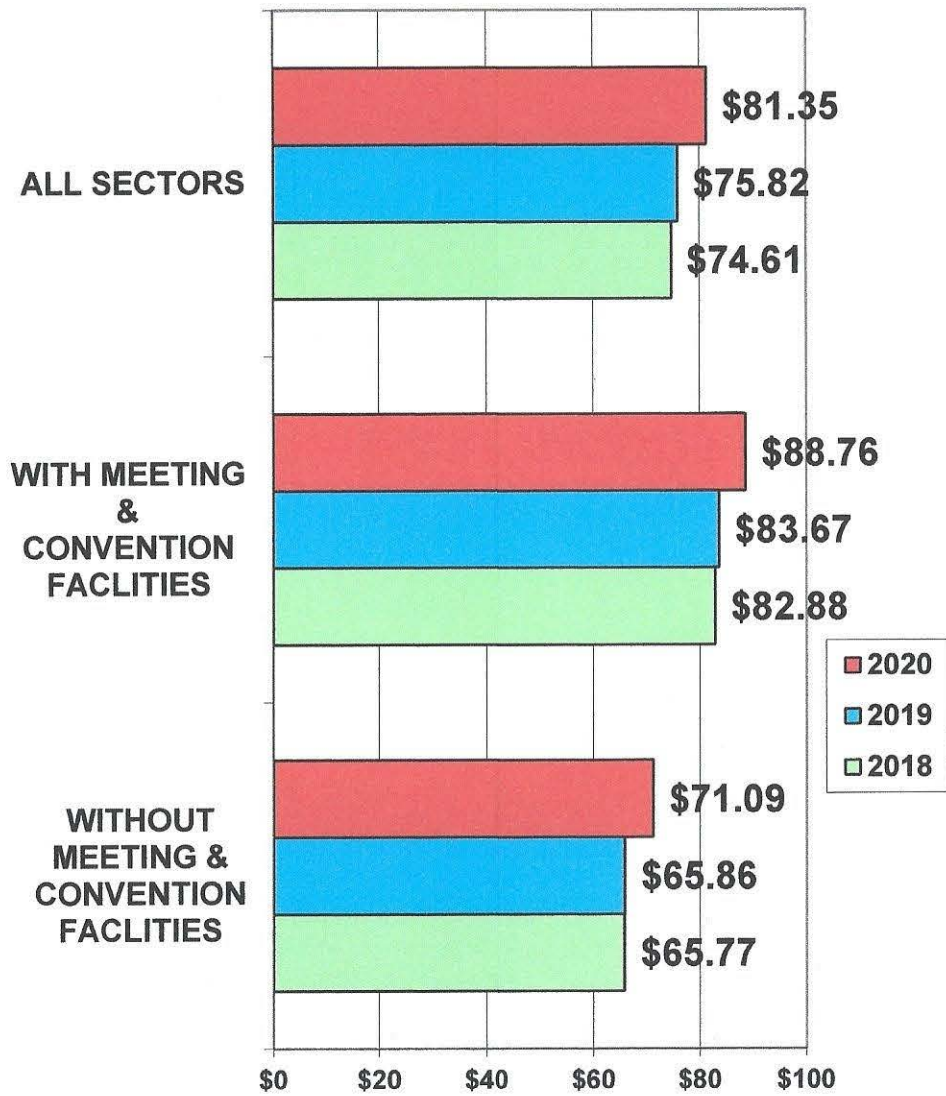
**VOLUSIA OCCUPANCY
BY MEETING & CONVENTION
FACILITIES JANUARY 2018 - 2020**



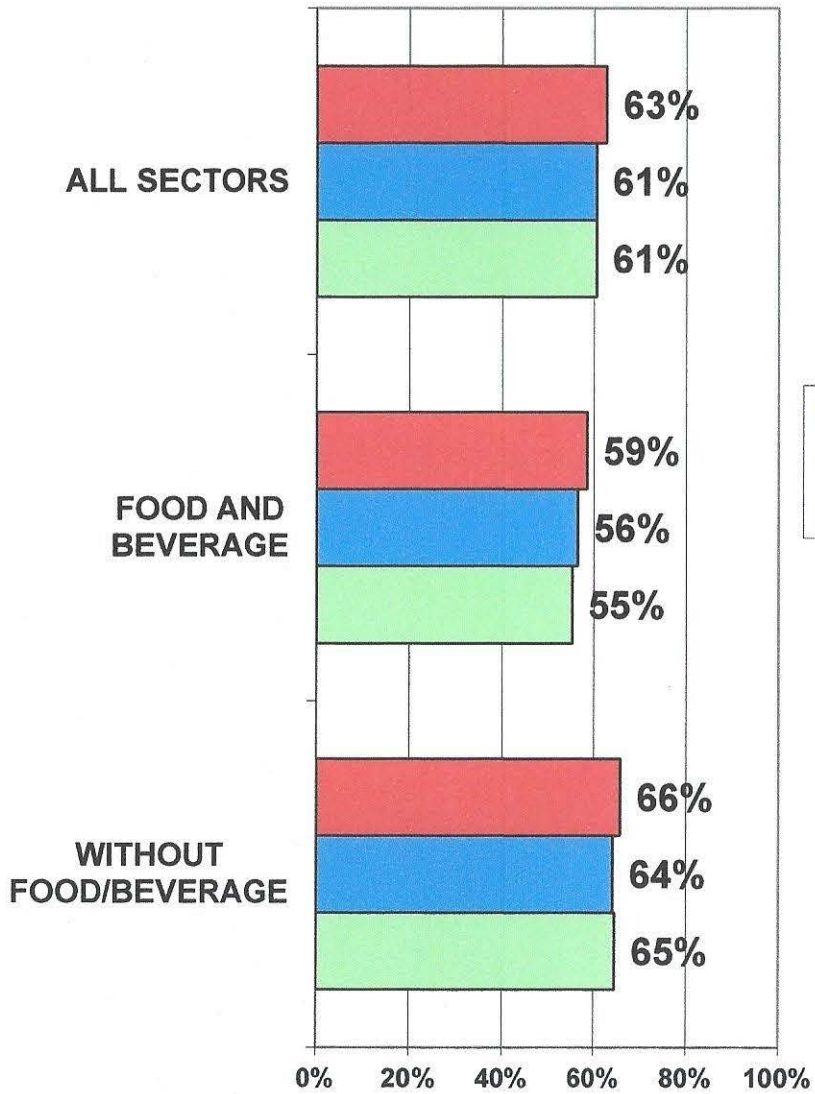
**VOLUSIA AVERAGE DAILY RATE
BY MEETING & CONVENTION FACILITIES
JANUARY 2018 - 2020**



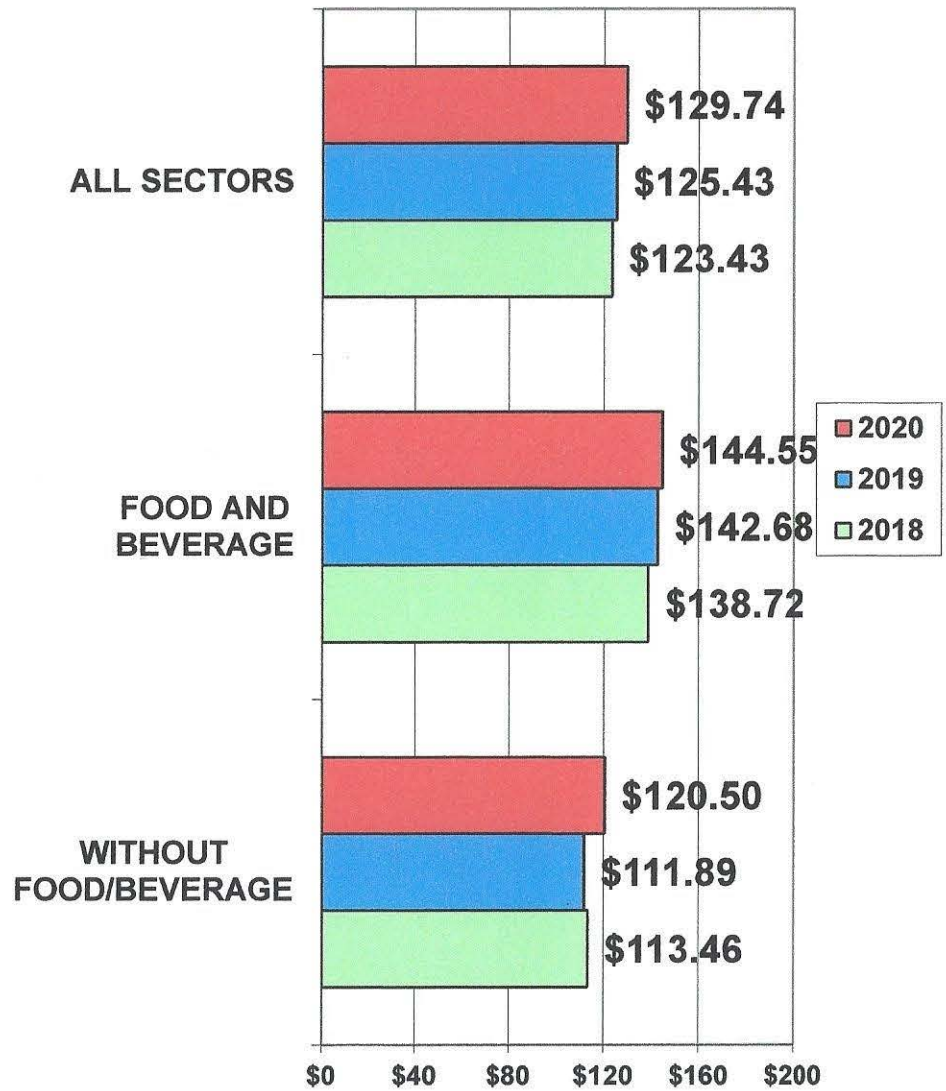
VOLUSIA REV/PAR BY MEETING & CONVENTION FACILITIES - JANUARY 2018 - 2020



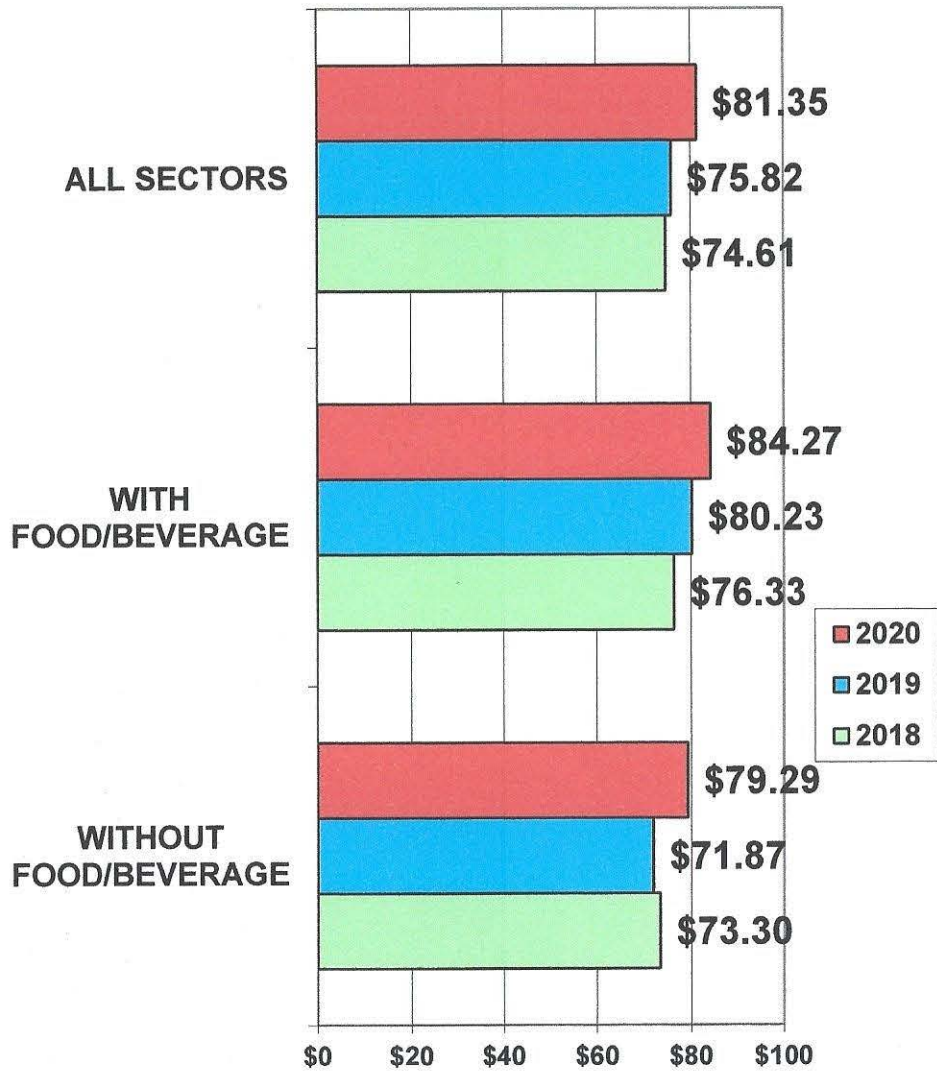
**VOLUSIA OCCUPANCY
BY FOOD AND/OR BEVERAGE
FACILITIES - JANUARY 2018 - 2020**



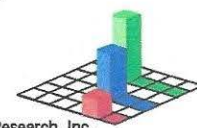
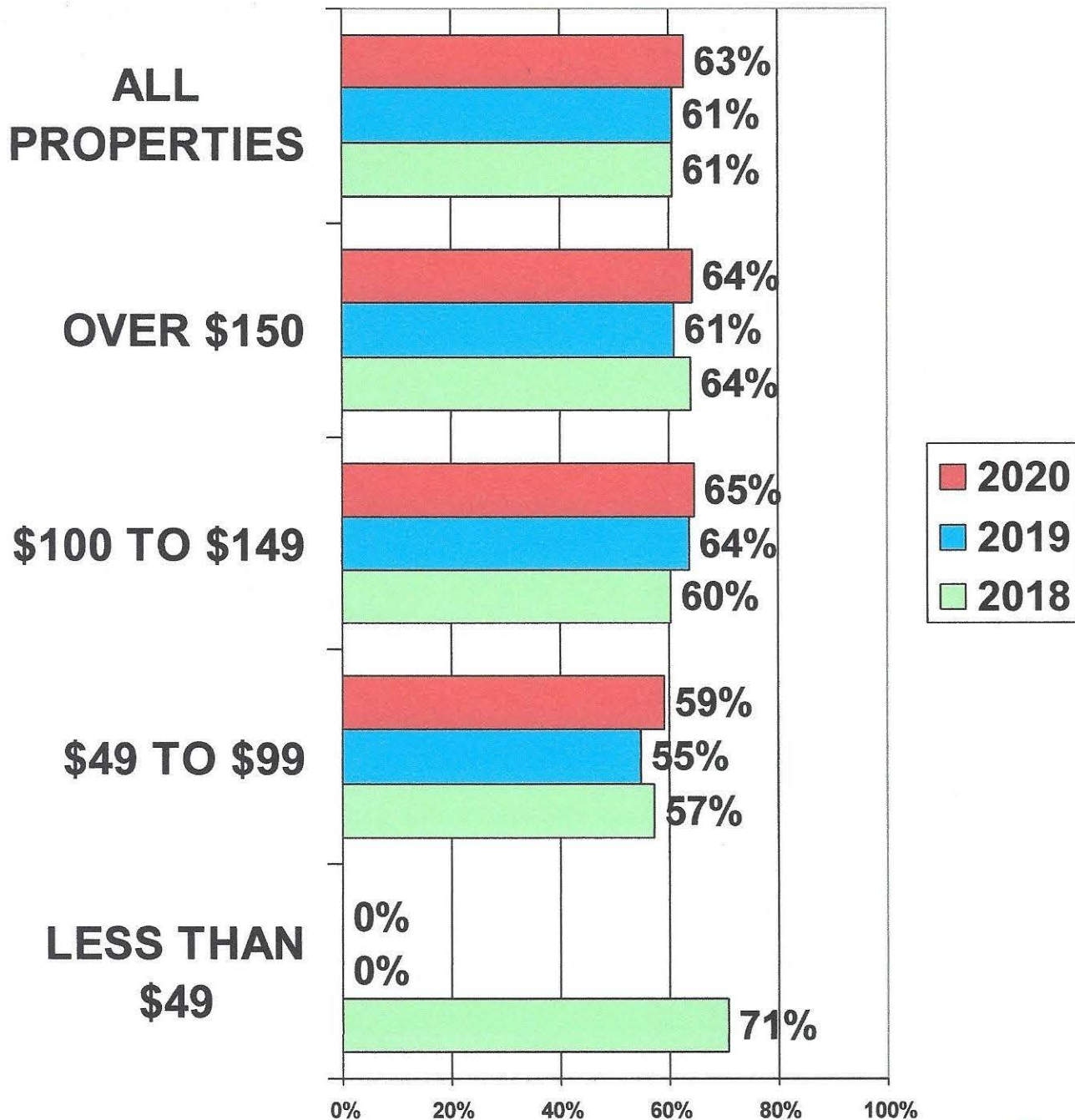
**VOLUSIA AVERAGE DAILY RATE
BY FOOD AND/OR BEVERAGE
FACILITIES - JANUARY 2018 - 2020**



VOLUSIA REV/PAR BY FOOD/BEVERAGE - JANUARY 2018 - 2020

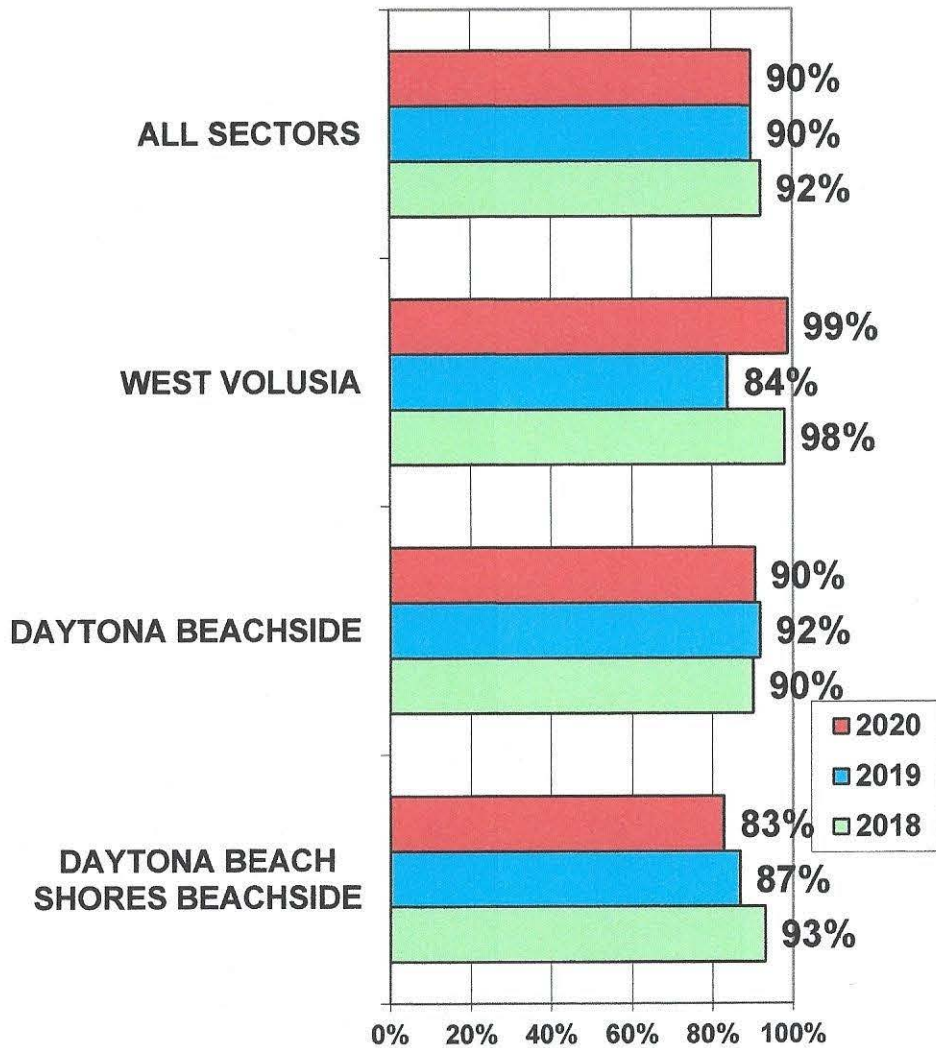


VOLUSIA HOTEL/MOTEL OCCUPANCY BY PRICE RANGE - JANUARY 2018 - 2020

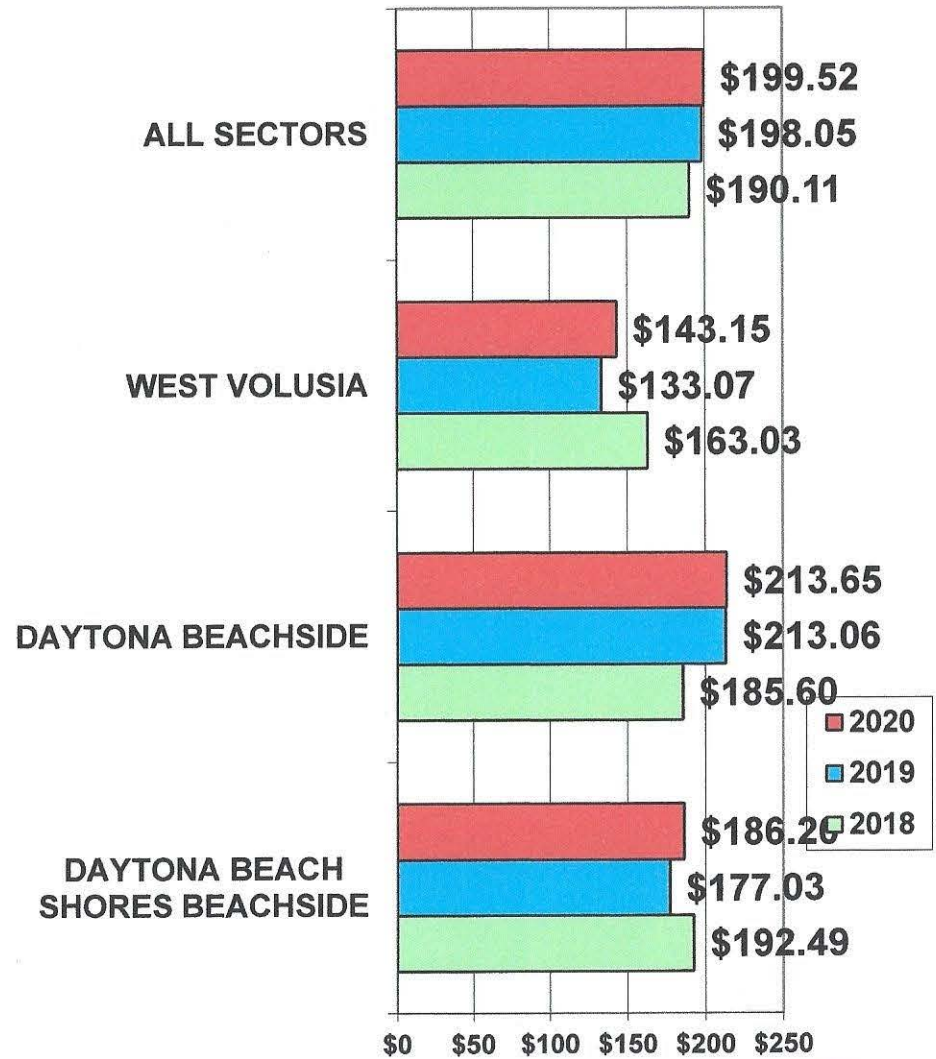


Mid-Florida Marketing & Research, Inc.

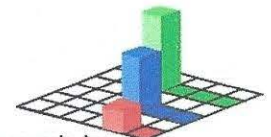
VOLUSIA OCCUPANCY BY AREA SECTORS - ROLEX 24 HOURS 2018 - 2020



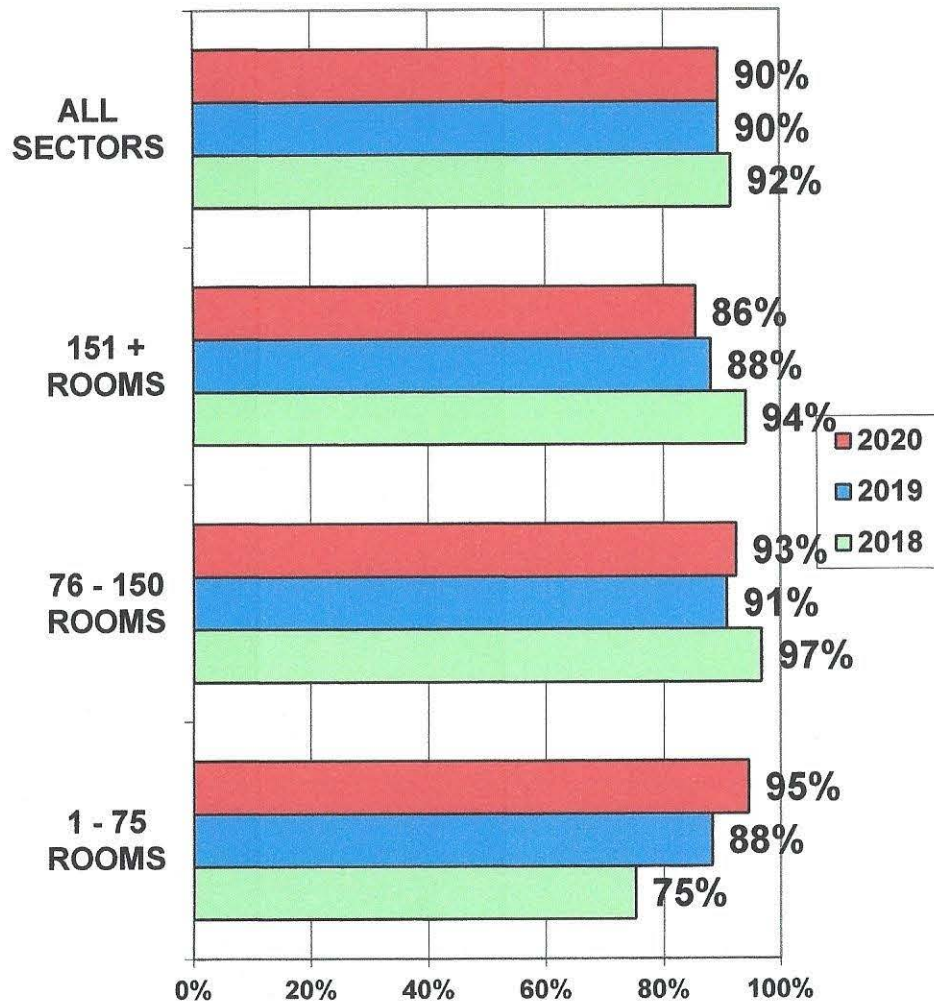
VOLUSIA AVERAGE DAILY RATE BY AREA SECTORS - ROLEX 24 HOURS 2018 - 2020



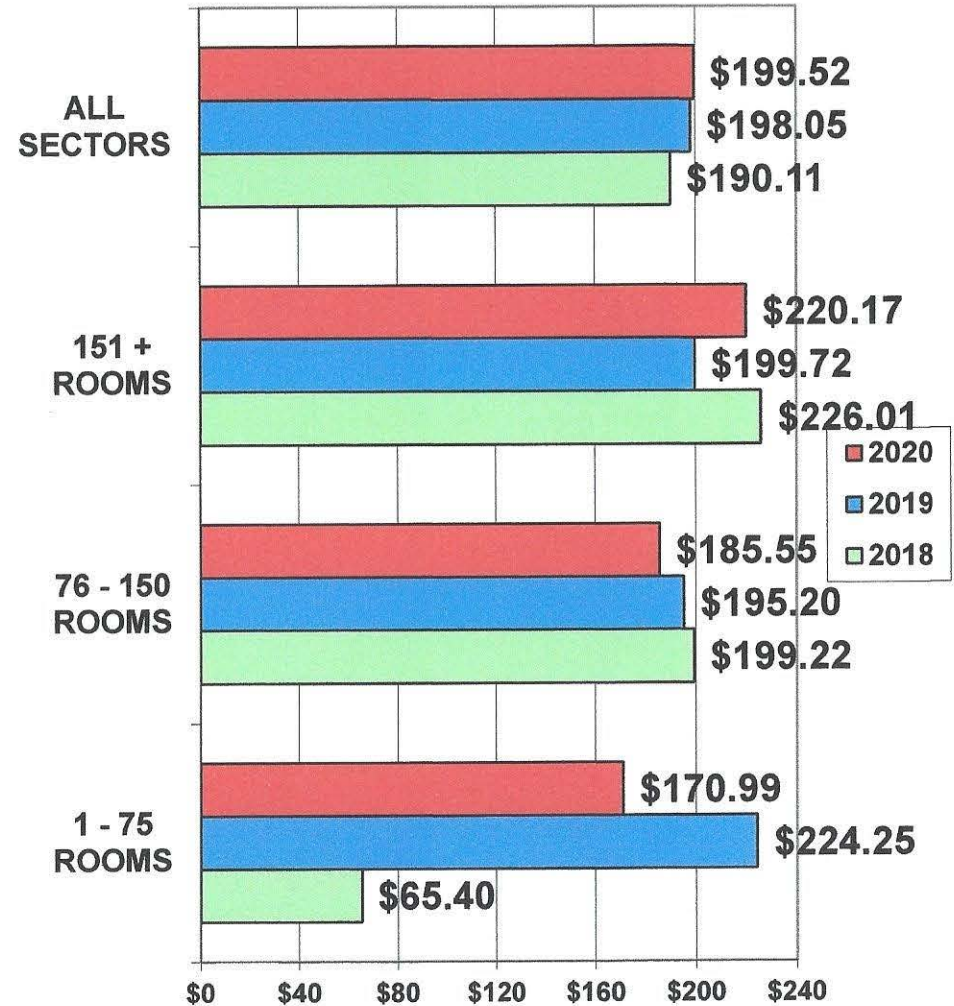
AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.



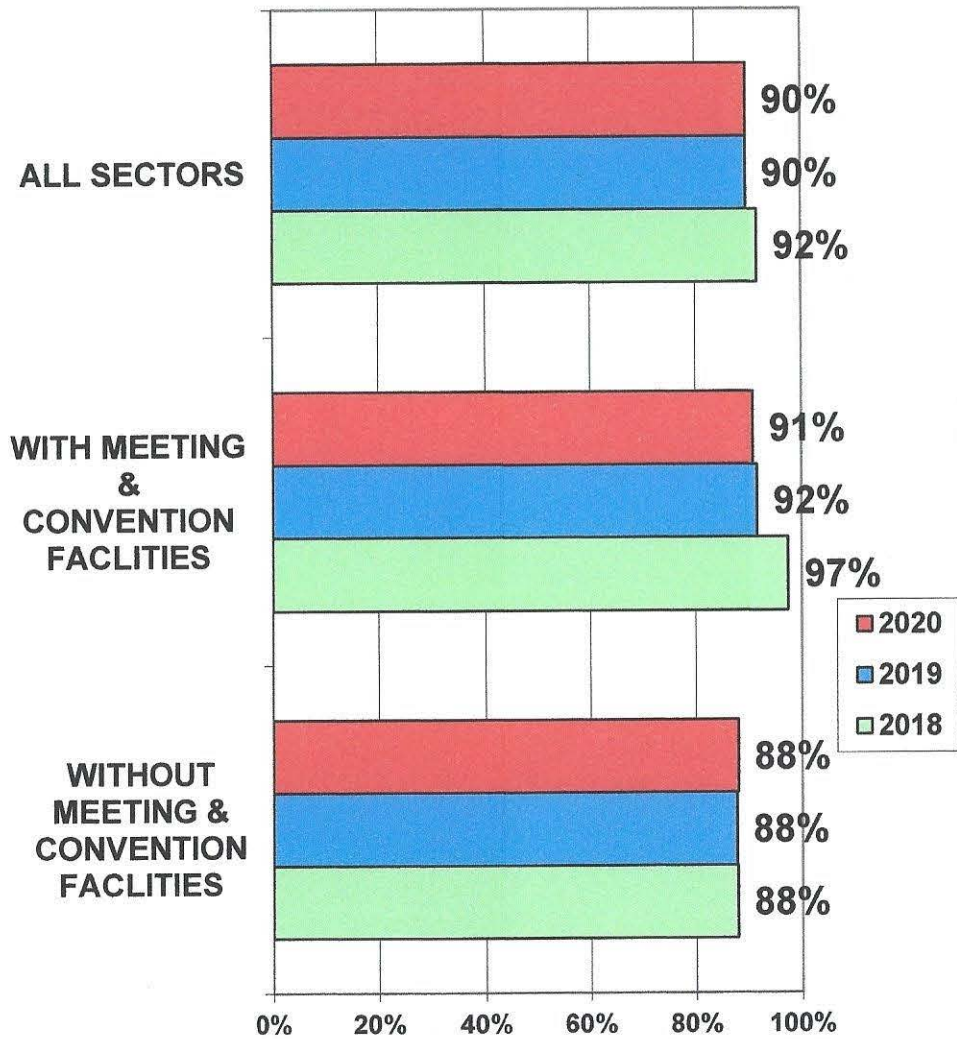
VOLUSIA OCCUPANCY BY PROPERTY SIZE - ROLEX 24 HOURS 2018 - 2020



VOLUSIA OCCUPANCY BY PROPERTY SIZE - ROLEX 24 HOURS 2018 - 2020



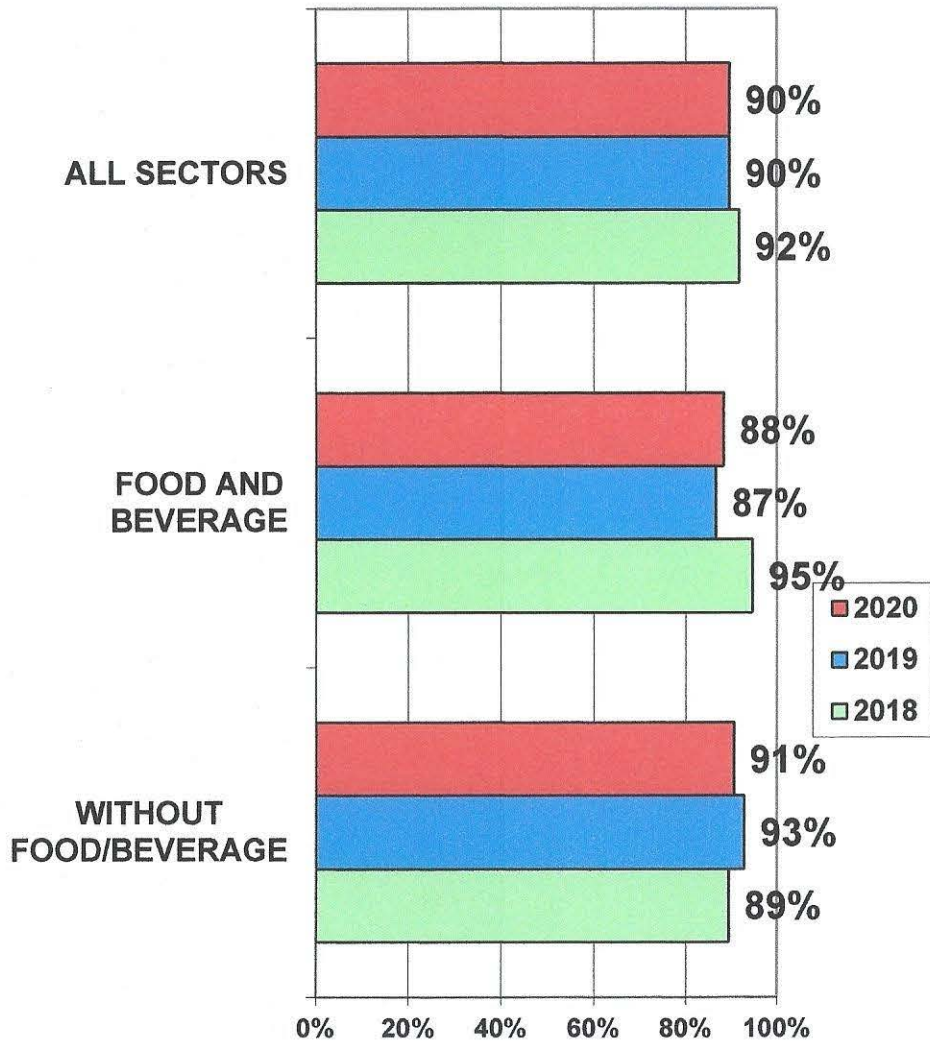
**VOLUSIA OCCUPANCY
BY MEETING & CONVENTION FACILITIES
ROLEX 24 HOURS 2018 - 2020**



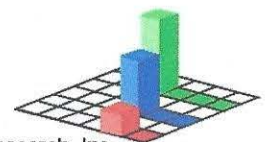
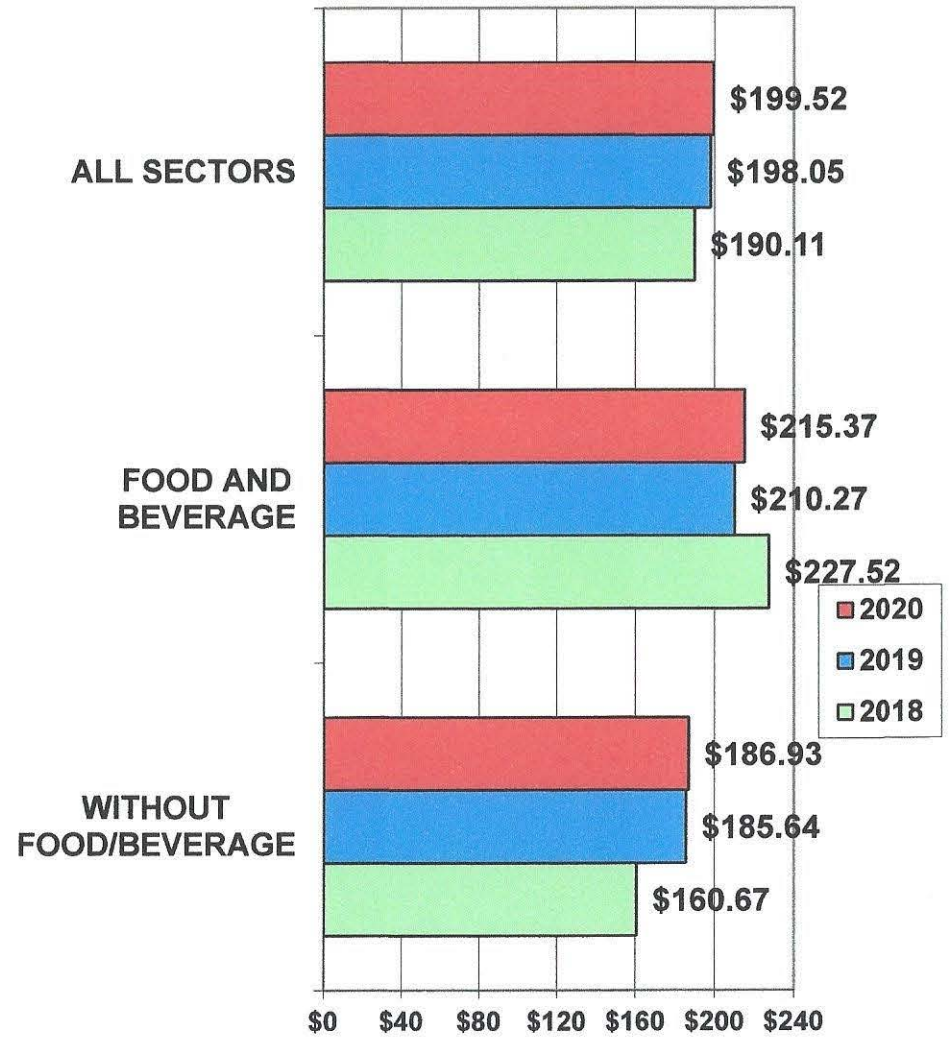
**VOLUSIA AVERAGE DAILY RATE BY
MEETING & CONVENTION FACILITIES
ROLEX 24 HOURS 2018 - 2020**



**VOLUSIA OCCUPANCY
BY FOOD AND BEVERAGE
ROLEX 24 HOURS 2018 - 2020**



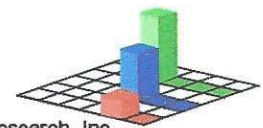
**VOLUSIA AVERAGE DAILY RATE
BY FOOD AND BEVERAGE
ROLEX 24 HOURS 2018 - 2020**



**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											
BEST WESTERN PLUS AKU TIKI	132												
EL CARIBE RESORT & CONF. CENTER	112	X											
HAMPTON DAYTONA SHORES OCEANFRONT	111	X											
HOLIDAY INN EXPRESS AND SUITES OCEANFRONT	100	X											
HYATT PLACE	143	X											
OCEAN COURT MOTEL	33	X											
OCEANSIDE INN	191	X											
PERRY'S OCEAN EDGE RESORT	200	X											
RESIDENCE INN DAYTONA BEACH OCEANFRONT	105	X											
SHORES RESORT & SPA	212	X											
SUN VIKING LODGE	91	X											
DAYTONA BEACHSIDE													
BEST WESTERN DAYTONA INN SEABREEZE	96	X											
DAYTONA BEACH REGENCY	98	X											
DAYTONA BEACH RESORT	303	X											
HARD ROCK HOTEL	200	X											
HILTON DAYTONA BEACH RESORT	742	X											
HILTON GARDEN INN DAYTONA BEACH OCEANFRONT	144	X											
HOLIDAY INN & SUITES DAYTONA BEACH ON THE OCEAN	123	X											
HOLIDAY INN RESORT DAYTONA	188	X											
NAUTILUS INN	90	X											
OCEAN BREEZE CLUB HOTEL	206	X											
PLAZA RESORT & SPA	322	X											
SILVER BEACH CLUB	74												
WYNDHAM OCEAN WALK	127												

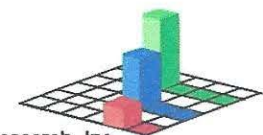


**PARTICIPATING PROPERTIES
BY AREA SECTOR**

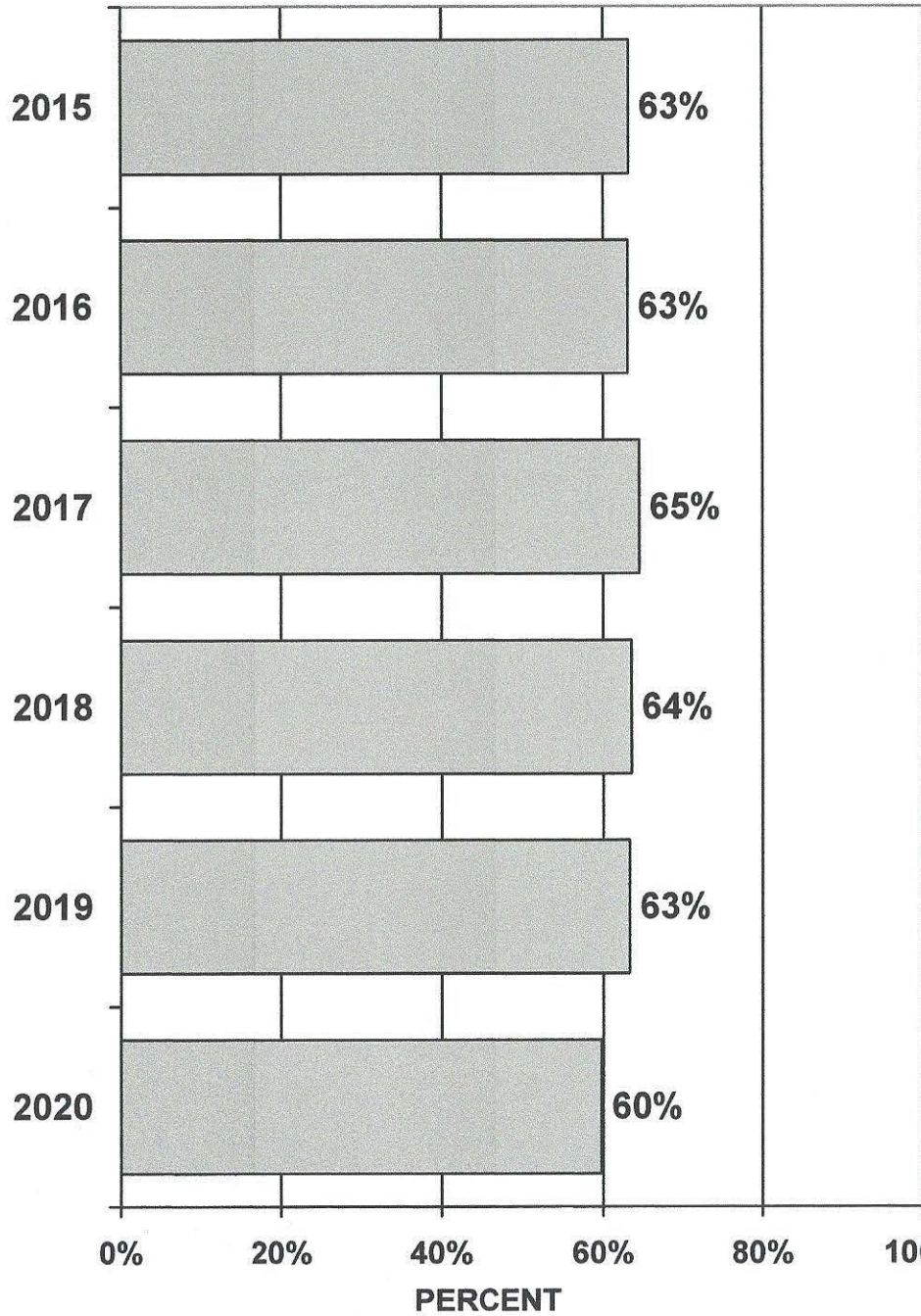
MONTHS REPORTING 2020

	<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											
CORAL SANDS OCEAN FRONT	102	X											
COVE ON ORMOND BEACH	112	X											
HIGHWAY I-95 INTERSECTIONS													
BEST WESTERN SPEEDWAY	151	X											
*COUNTRY INN & SUITES PORT ORANGE	87	X											
CLARION INN DESTINATION DAYTONA	79	X											
LA QUINTA INN	143	X											
SLEEP INN	82	X											
AIRPORT/SPEEDWAY DISTRICT													
DAYTONA BEACH COURTYARD	122	X											
DAYTONA BEACH RESIDENCE INN	122	X											
HAMPTON INN AIRPORT	122	X											
HILTON GARDEN INN D B AIRPORT	115	X											
HOMEWOOD SUITES	94	X											
QUALITY INN DAYTONA	64	X											
WEST VOLUSIA													
ALLING HOUSE BED AND BREAKFAST ORANGE CITY	8	X											
ARTISAN DOWNTOWN	14	X											
COMFORT INN DELAND	68	X											
COURTYARD DELAND	104	X											
DAYS INN ORANGE CITY	37	X											
HAMPTON INN DEBARY	76	X											
HAMPTON INN DELAND	94	X											
HOLIDAY IN EXPRESS ORANGE CITY	114	X											
HONTOON LANDING	18	X											
SE VOLUSIA													
BEST WESTERN HOTEL	101												
COASTAL WATERS INN	40												
*COUNTRY INN & SUITES PORT ORANGE	87	X											
HAMPTON INN	122	X											
INN ON THE AVENUE	6	X											
OCEAN TRILLIUM SUITES	32	X											
SPRINGHILL SUITES	114	X											

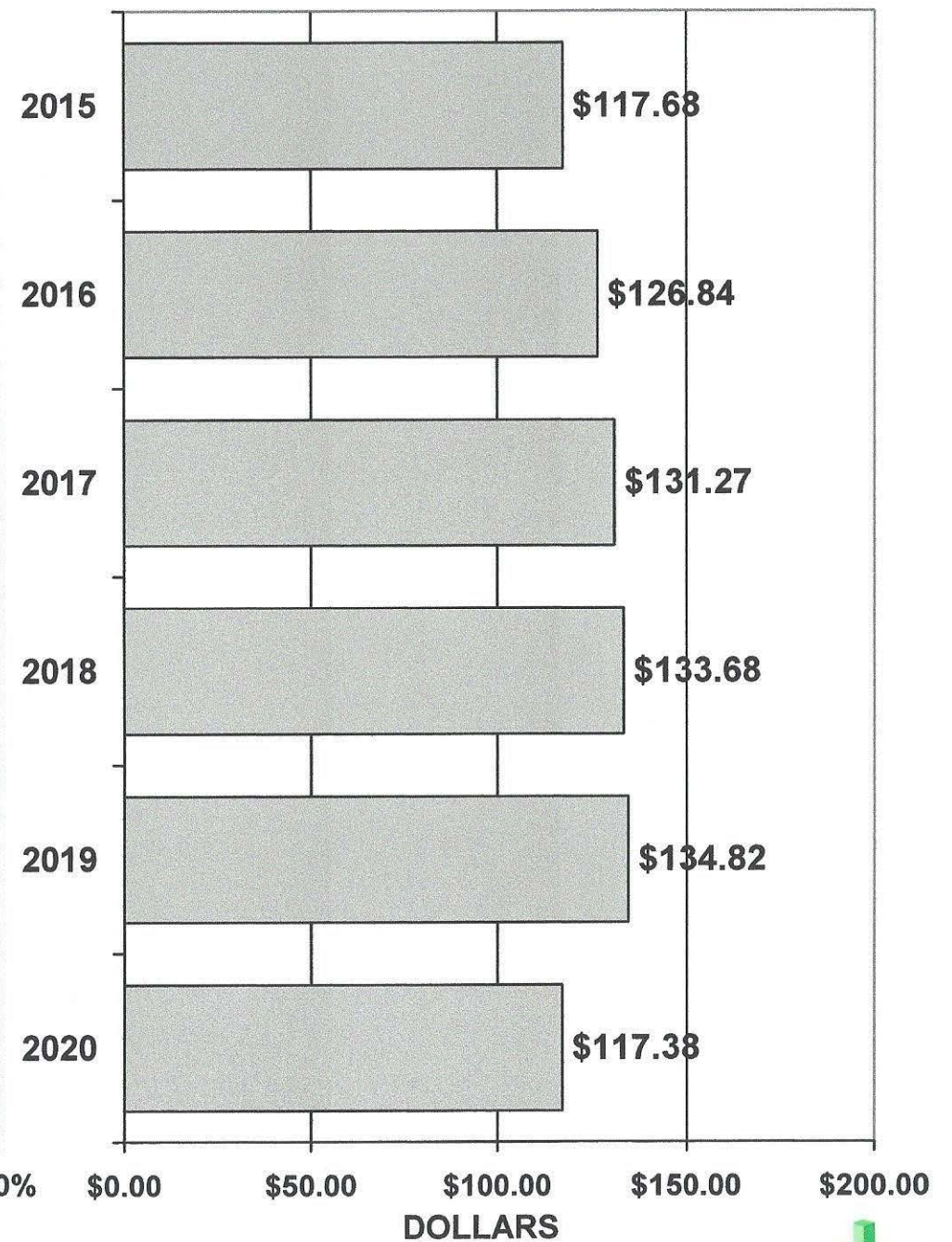
*Country Inn & Suites is listed in Area Sectors Highway I-95 Intersections and SE Volusia



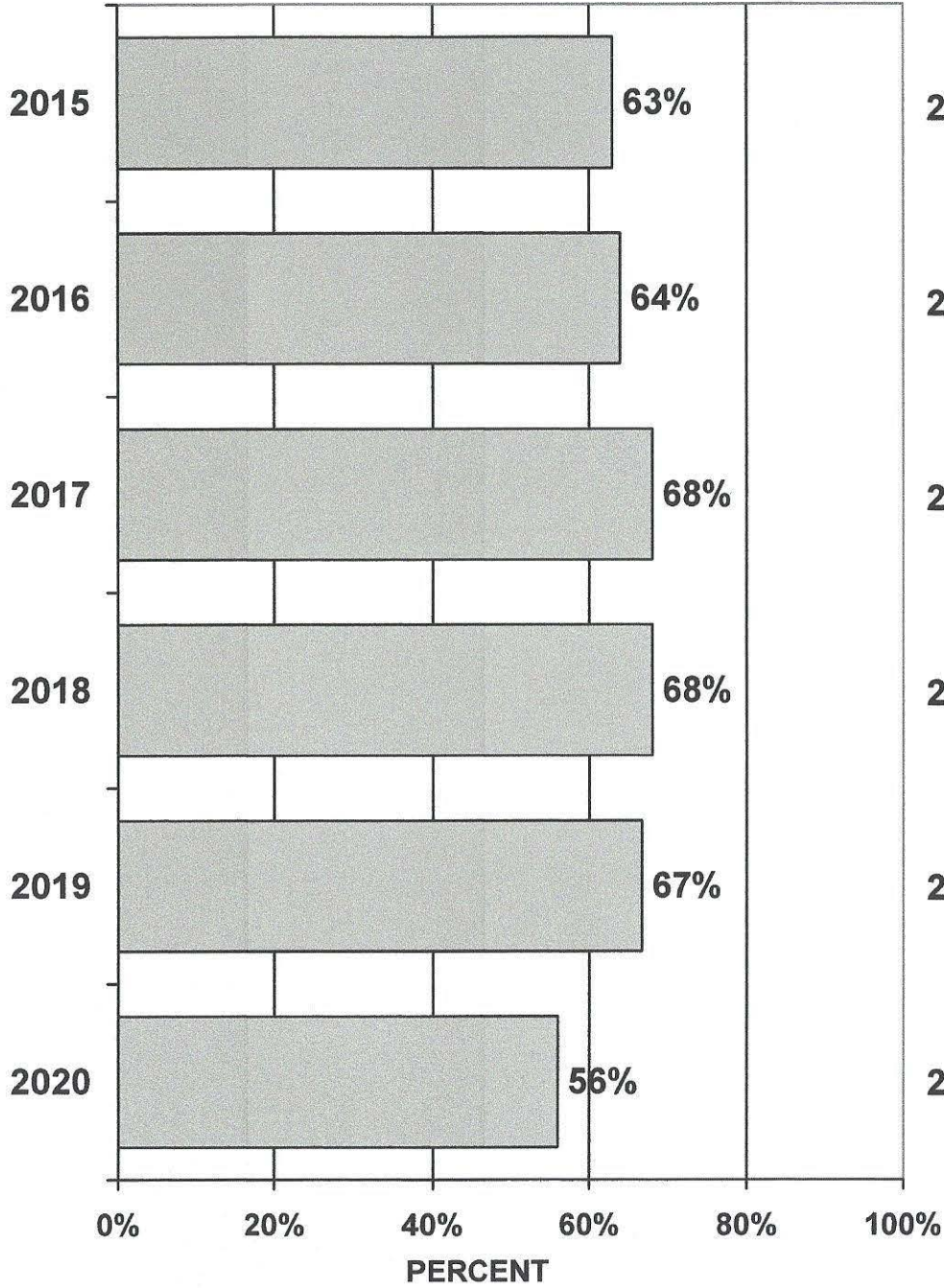
DAYTONA BEACH SHORES ANNUAL OCCUPANCY 2015 - 2020



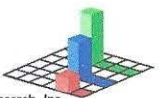
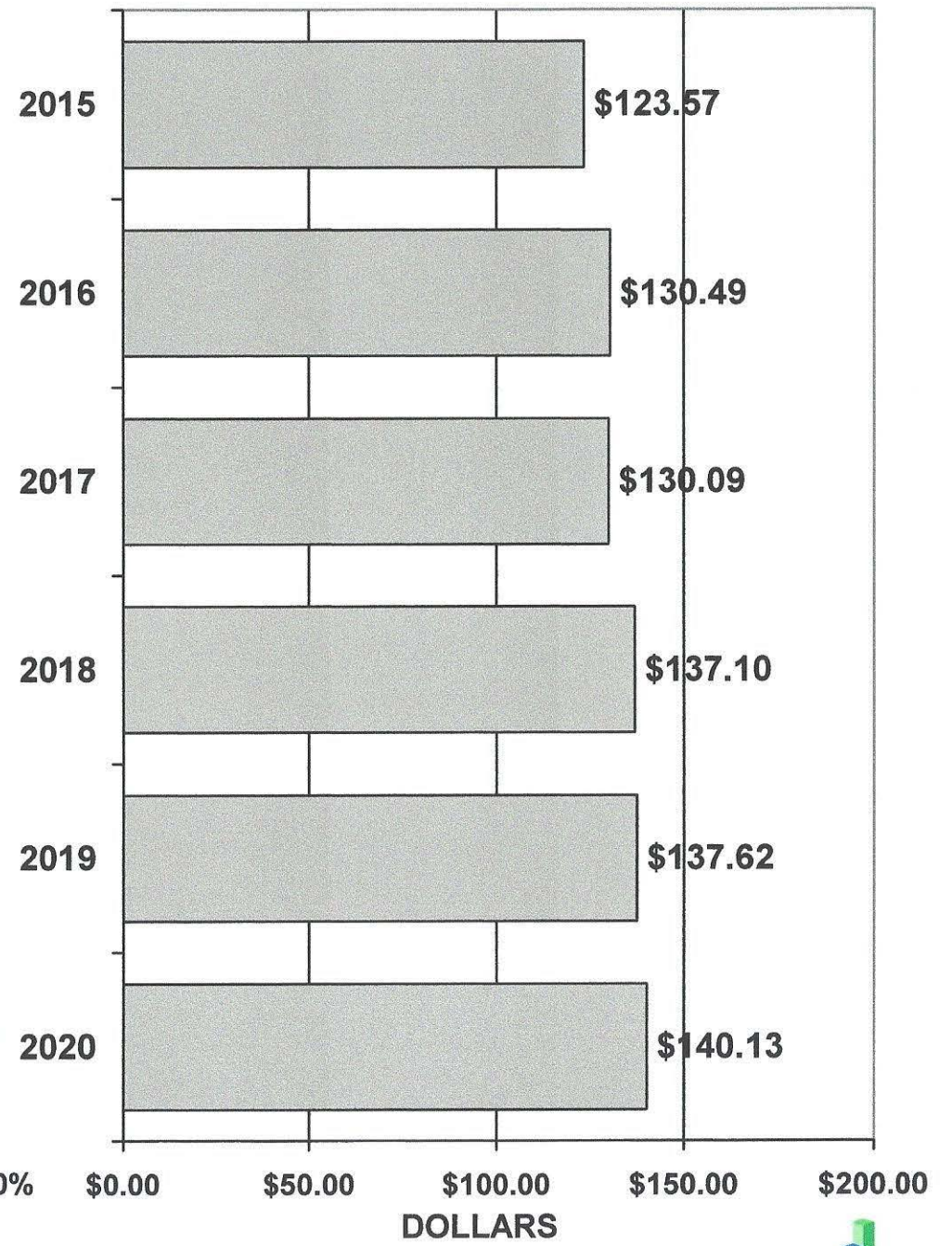
DAYTONA BEACH SHORES ANNUAL AVERAGE DAILY RATE 2015 - 2020



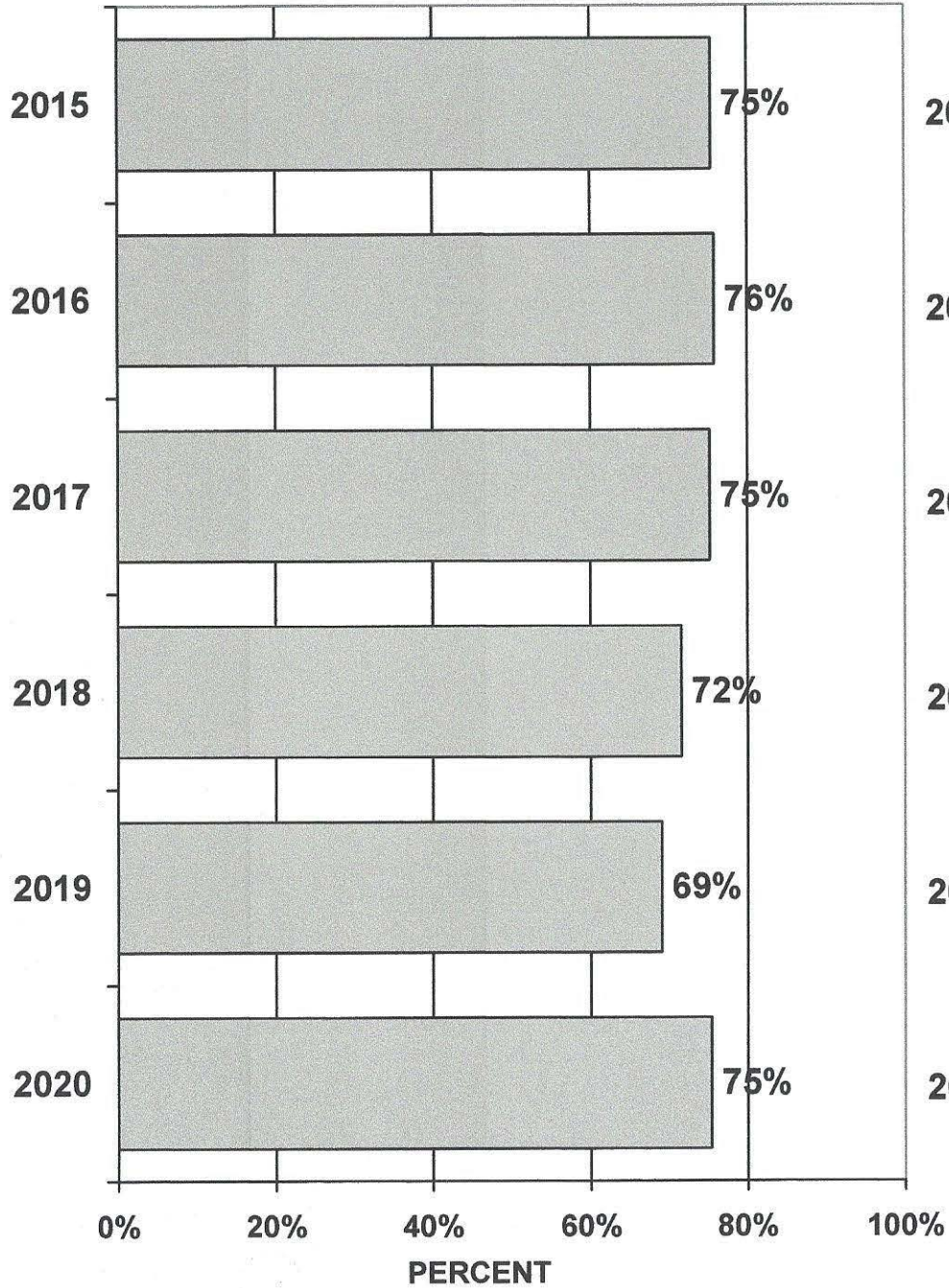
**BEACHSIDE DAYTONA BEACH ANNUAL
OCCUPANCY 2015 - 2020**



**BEACHSIDE DAYTONA BEACH ANNUAL
AVERAGE DAILY RATE 2015 - 2020**



**AIRPORT/SPEEDWAY ANNUAL
OCCUPANCY 2015 - 2020**



**AIRPORT/SPEEDWAY ANNUAL
AVERAGE DAILY RATE 2015 - 2020**

