

Memo

To: HAAA
From: Evelyn Fine
Date: August 12, 2020
Subject: June 2020 Occupancy & Average Daily Rate Report

Overall Daytona Beach Area Occupancy decreased about 33%, to 51% in June 2020 from 76% in June 2019.

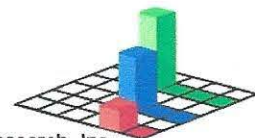
The Daytona Beach Area Average Daily Rate decreased about 7% to \$119.11 in June 2020 and \$130.37 in June 2019.

The Daytona Beach Area Revenue per Available Room decreased about 35%, to \$65.05 in June 2020 from \$100.19 in June 2019.

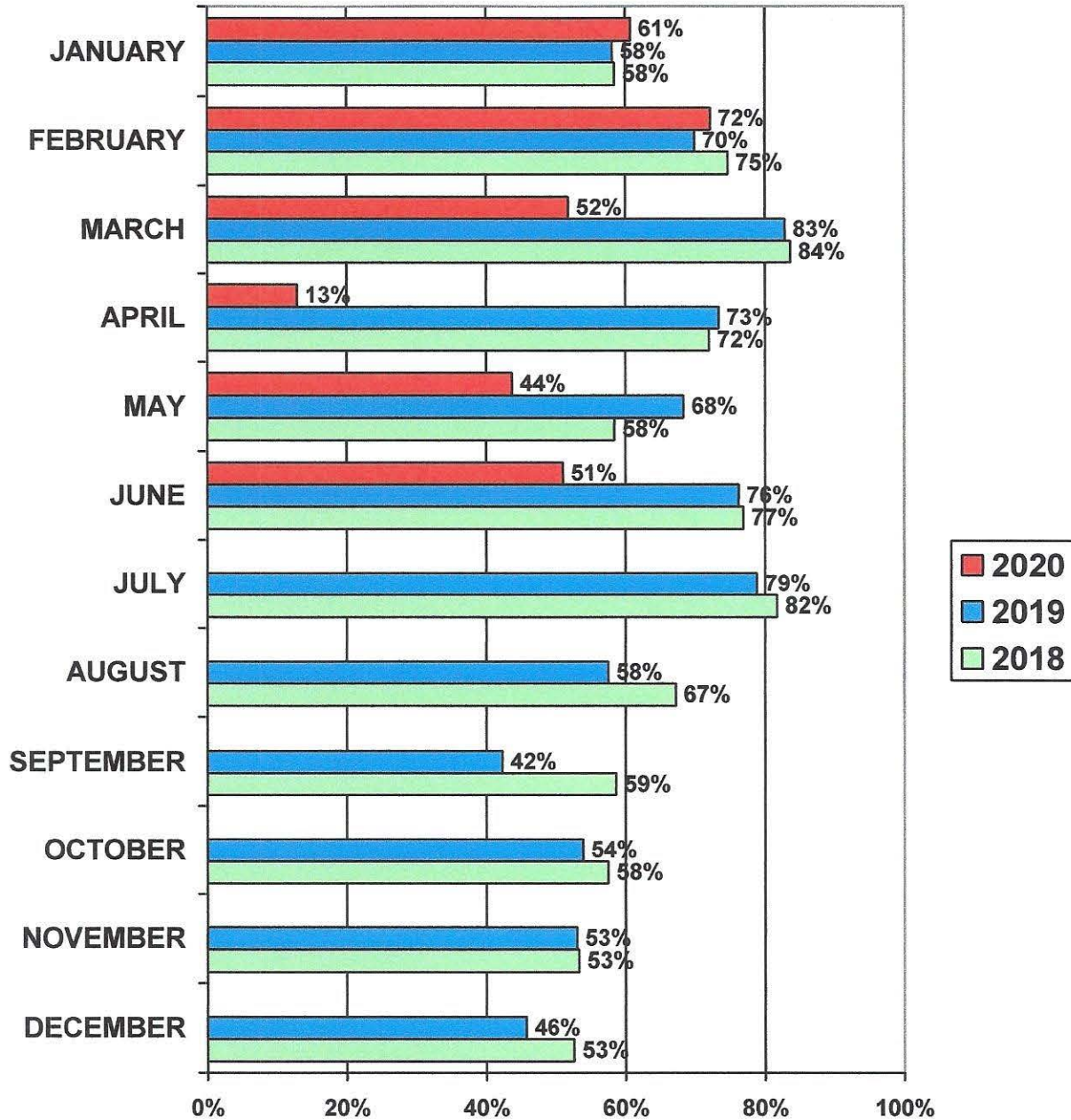
The pandemic continued to affect existing reservations and caused cancellations for June 2020.

Occupancy estimates for the next 30 days were 53%, 43% for the next 60, and 40% for the next 90 days.

EF/LK



HALIFAX AREA HOTEL/MOTEL OCCUPANCY 2018 - 2020

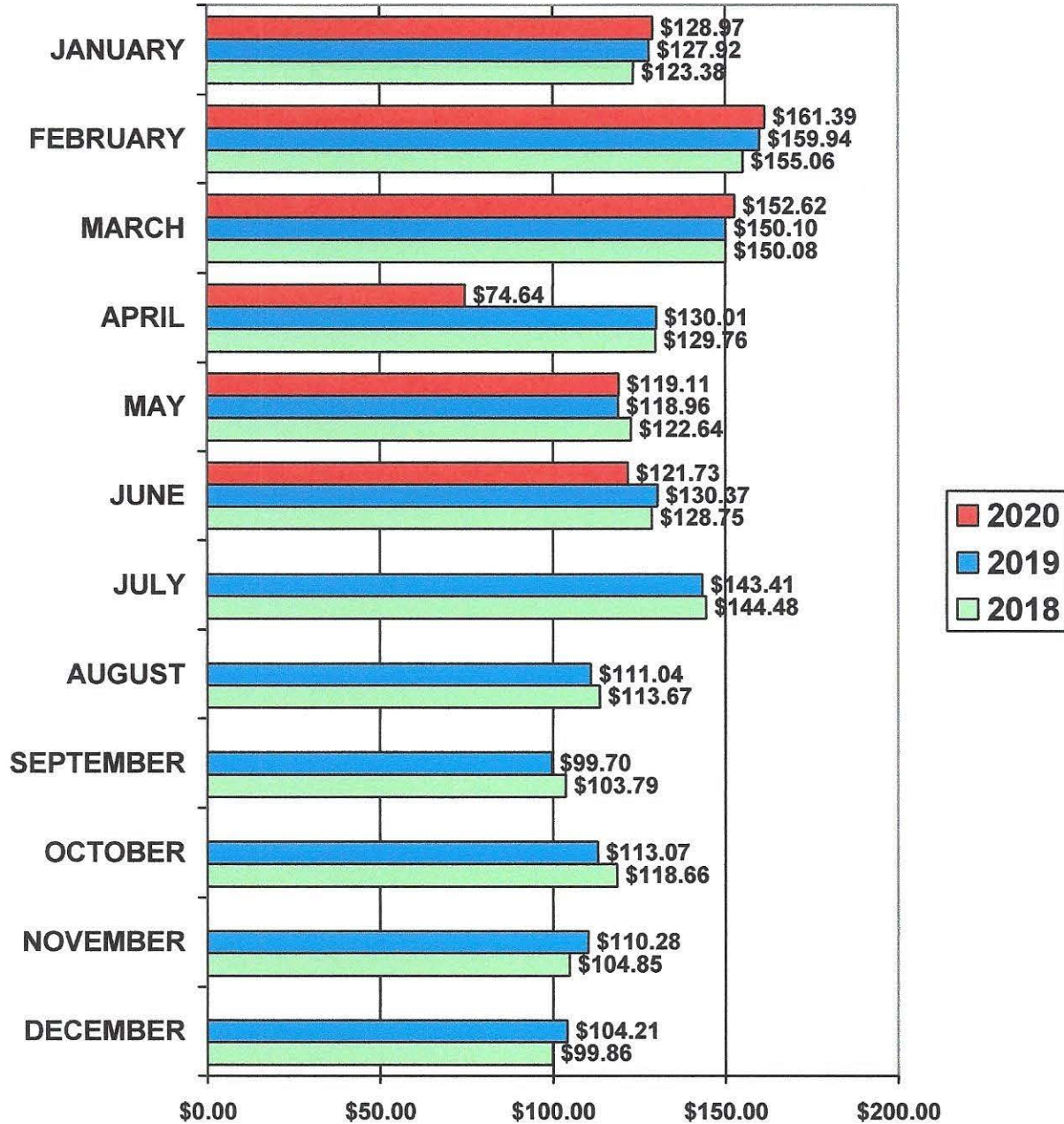


2020 YTD AVG. 50%
2019 YTD AVG. 72%
2018 YTD AVG. 71%

JUNE 2020 HIGH 90%
JUNE 2020 LOW 25%



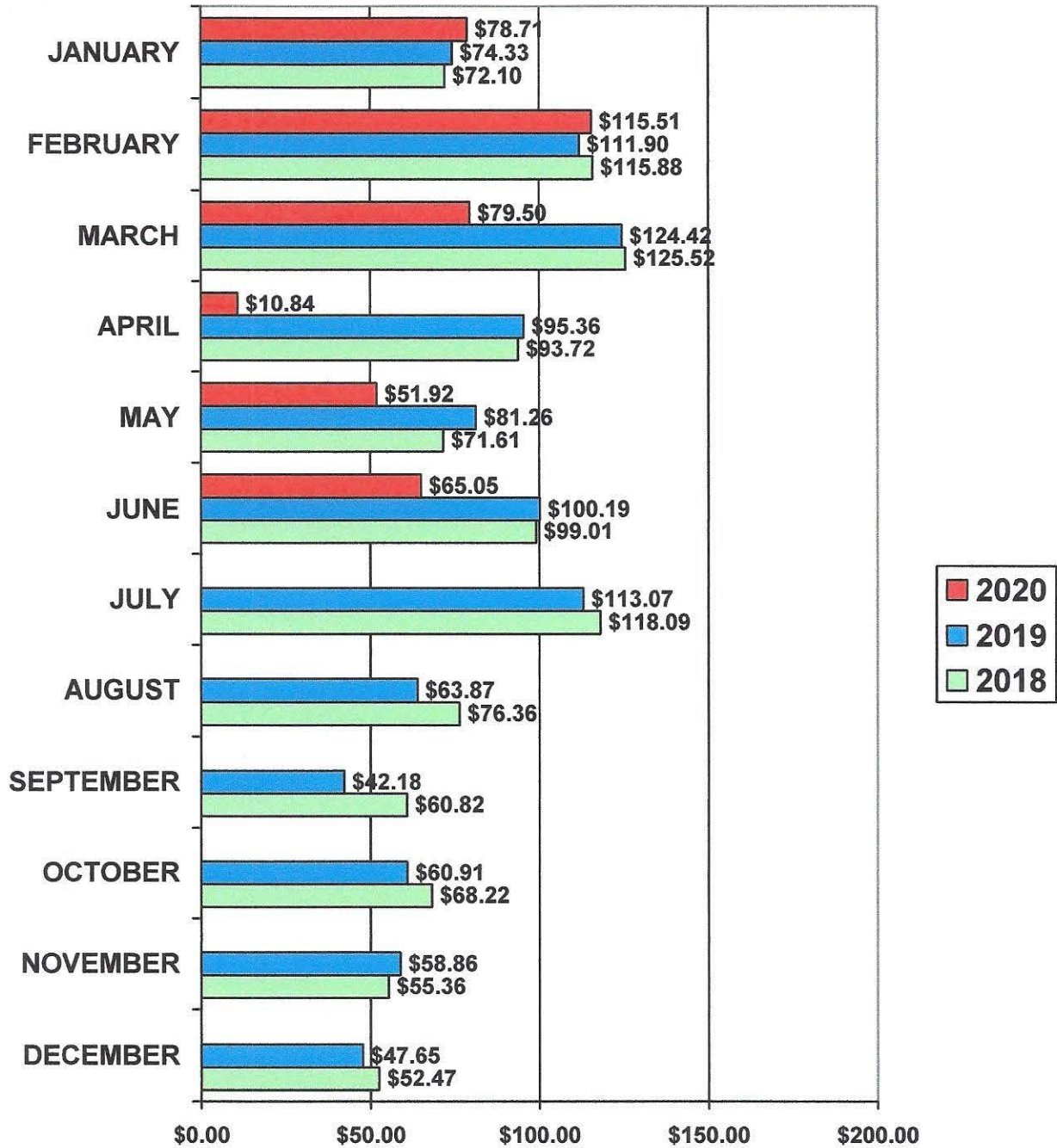
HALIFAX AREA HOTEL/MOTEL AVERAGE DAILY RATE 2018 - 2020



2020 YTD AVG. \$135.76 JUNE 2020 HIGH \$ 265.60
 2019 YTD AVG. \$137.10 JUNE 2020 LOW \$ 59.18
 2018 YTD AVG. \$137.76



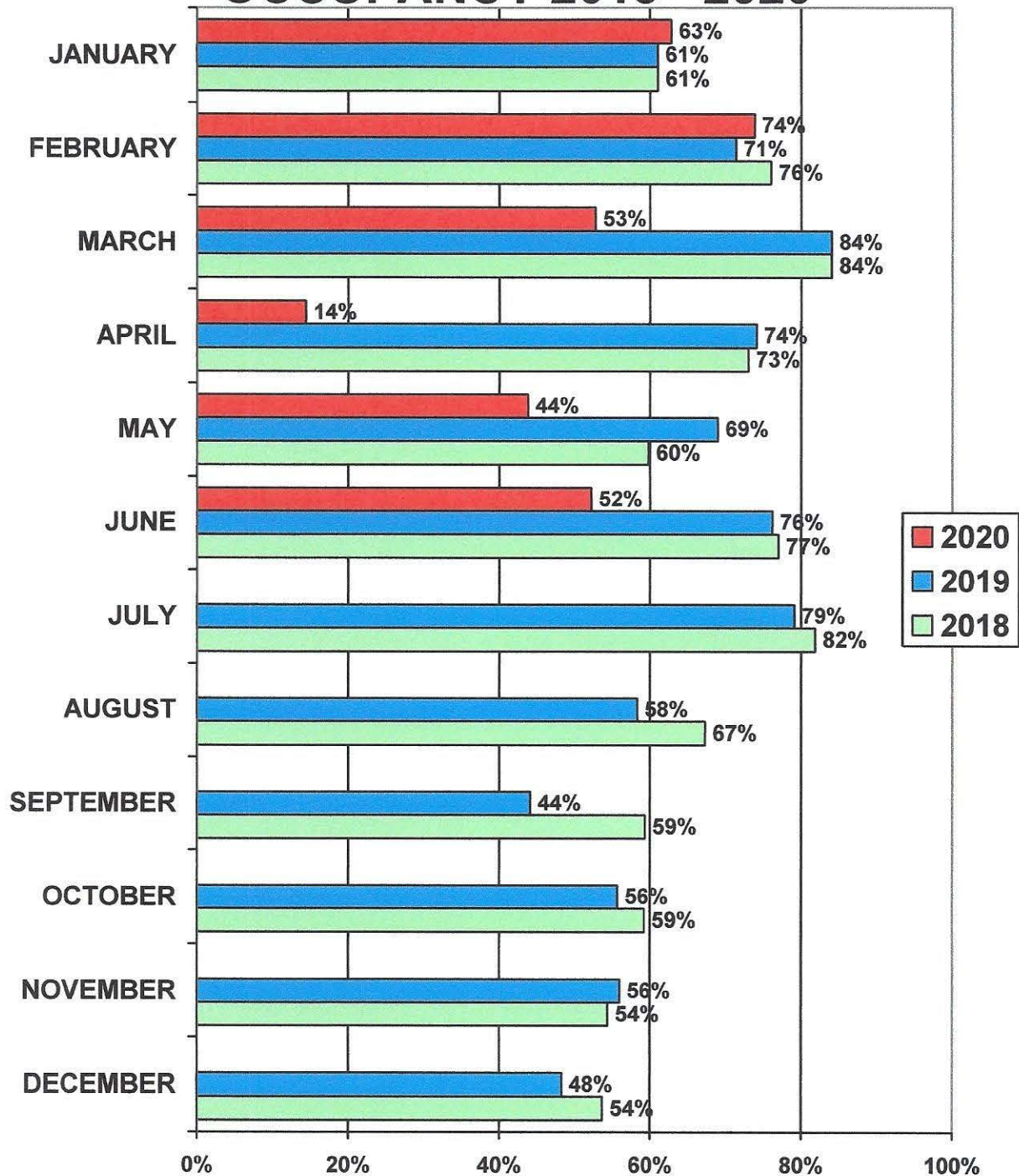
HALIFAX AREA HOTEL/MOTEL REV PAR BY MONTH 2018 - 2020



2020 YTD AVG. \$ 68.66
 2019 YTD AVG. \$ 98.49
 2018 YTD AVG. \$ 96.12



VOLUSIA HOTEL/MOTEL OCCUPANCY 2018 - 2020

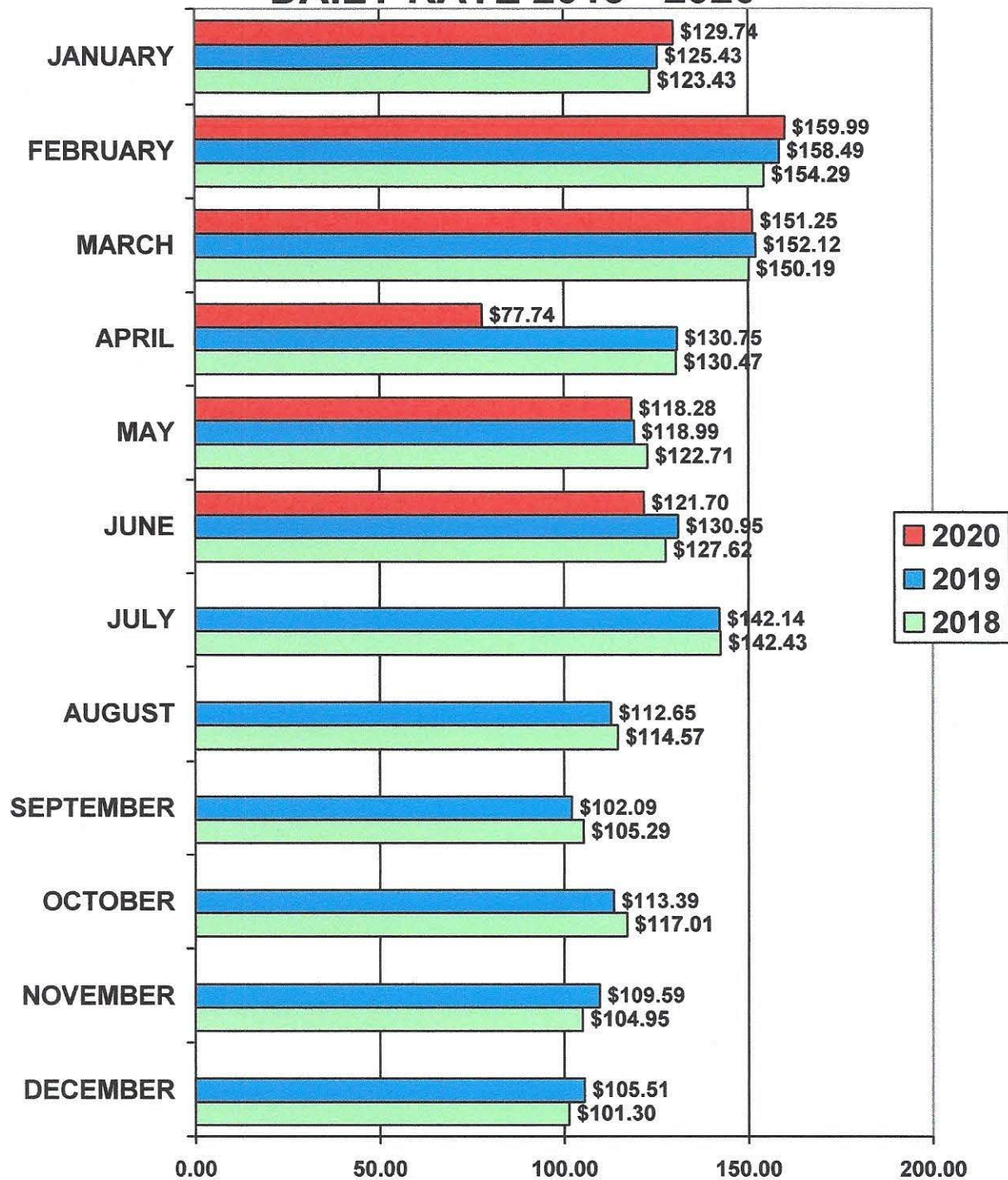


2020 YTD AVG. 51%
 2019 YTD AVG. 73%
 2018 YTD AVG. 72%

JUNE HIGH 90%
 JUNE LOW 29%



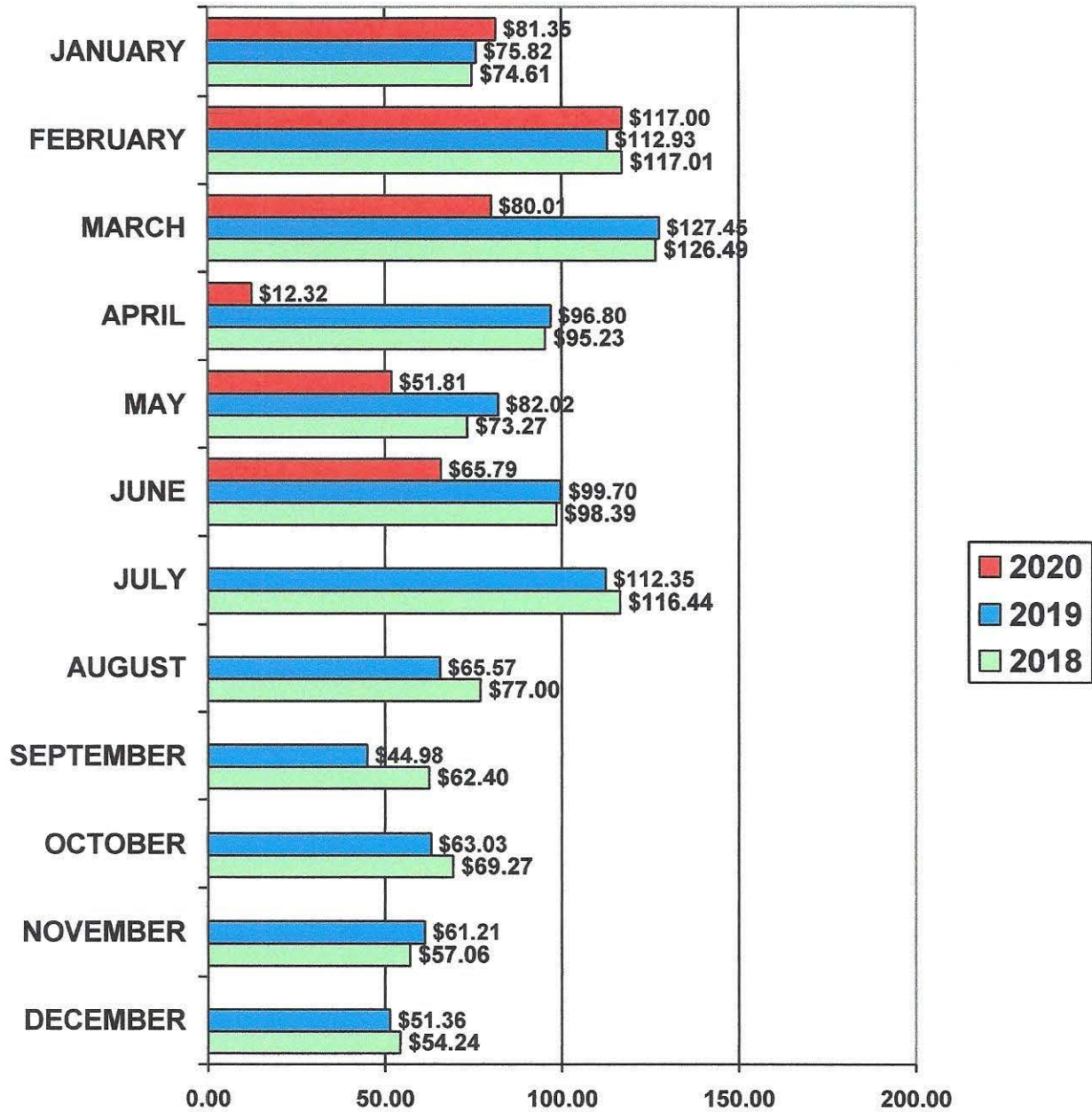
VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2018 - 2020



2020 YTD AVG. \$134.89 JUNE 2020 HIGH \$ 265.60
 2019 YTD AVG. \$136.78 JUNE 2020 LOW \$ 59.18
 2018 YTD AVG. \$135.76



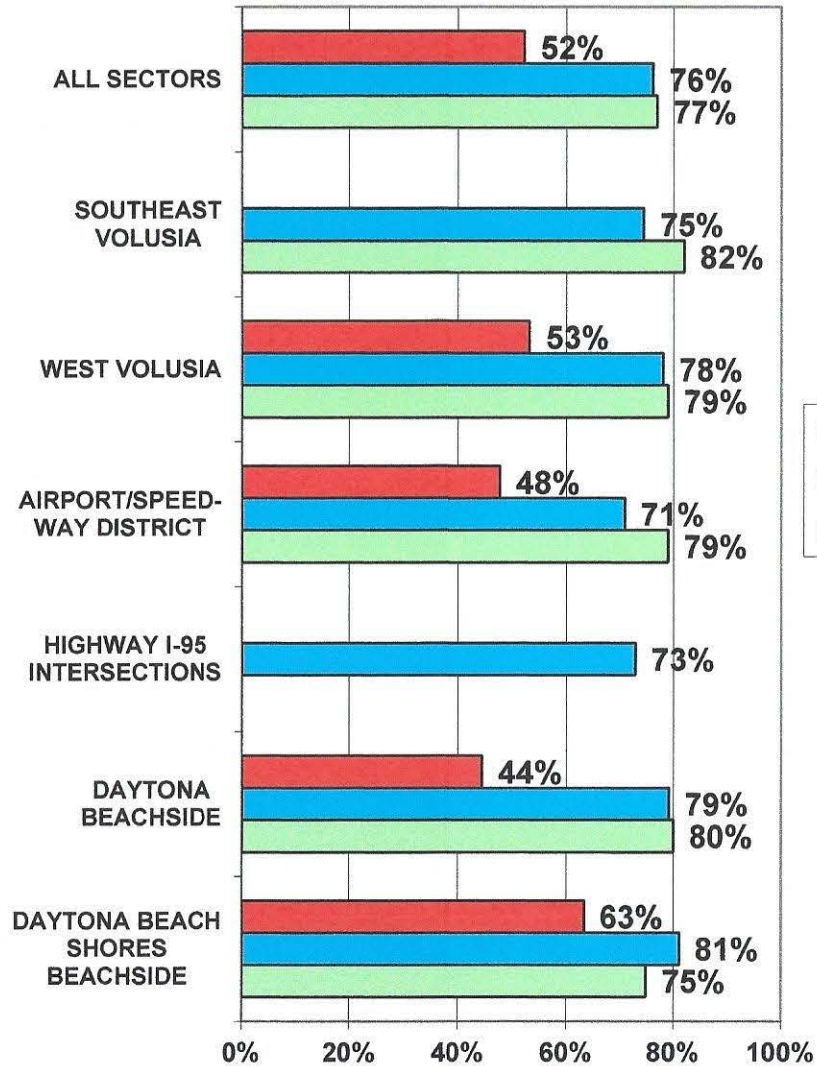
VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2018 - 2020



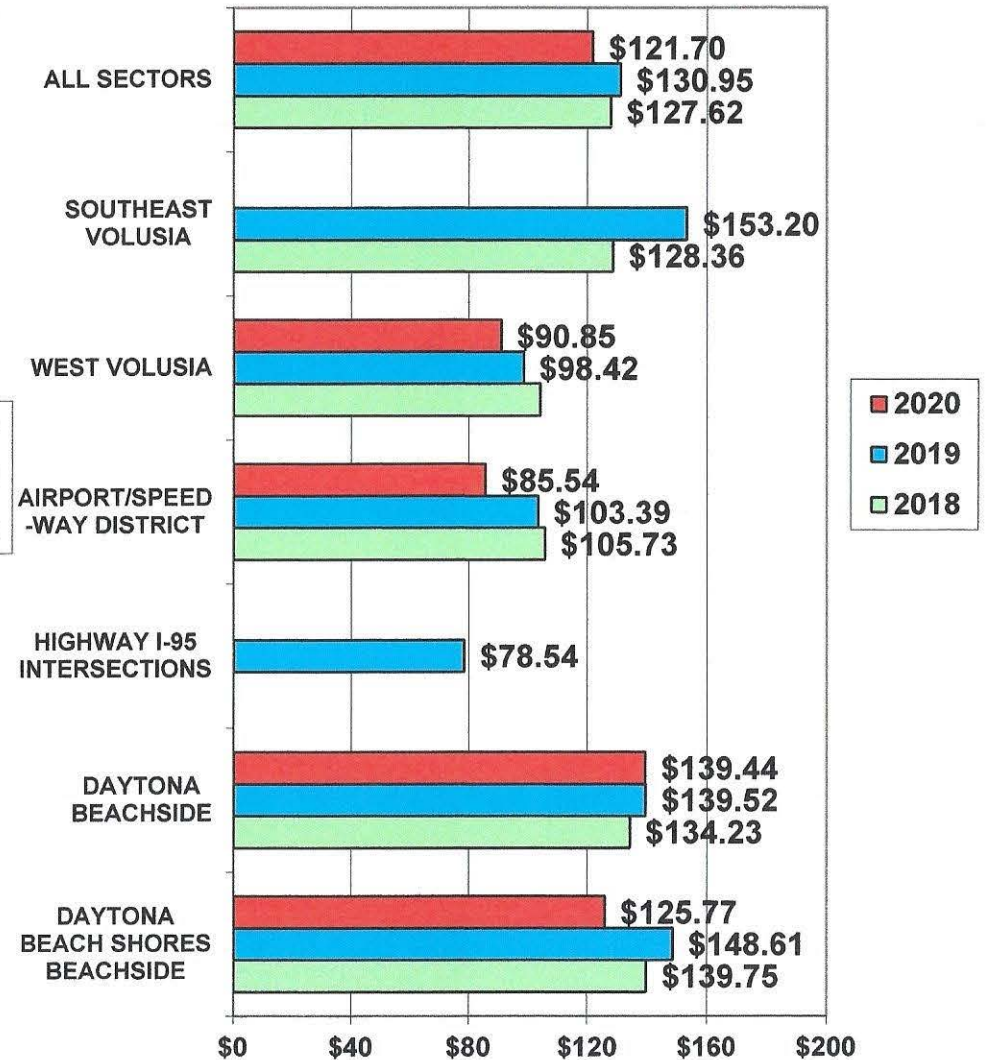
2020 YTD AVG. \$ 69.53
 2019 YTD AVG. \$ 99.24
 2018 YTD AVG. \$ 97.33



VOLUSIA OCCUPANCY BY AREA SECTORS - JUNE 2018 - 2020

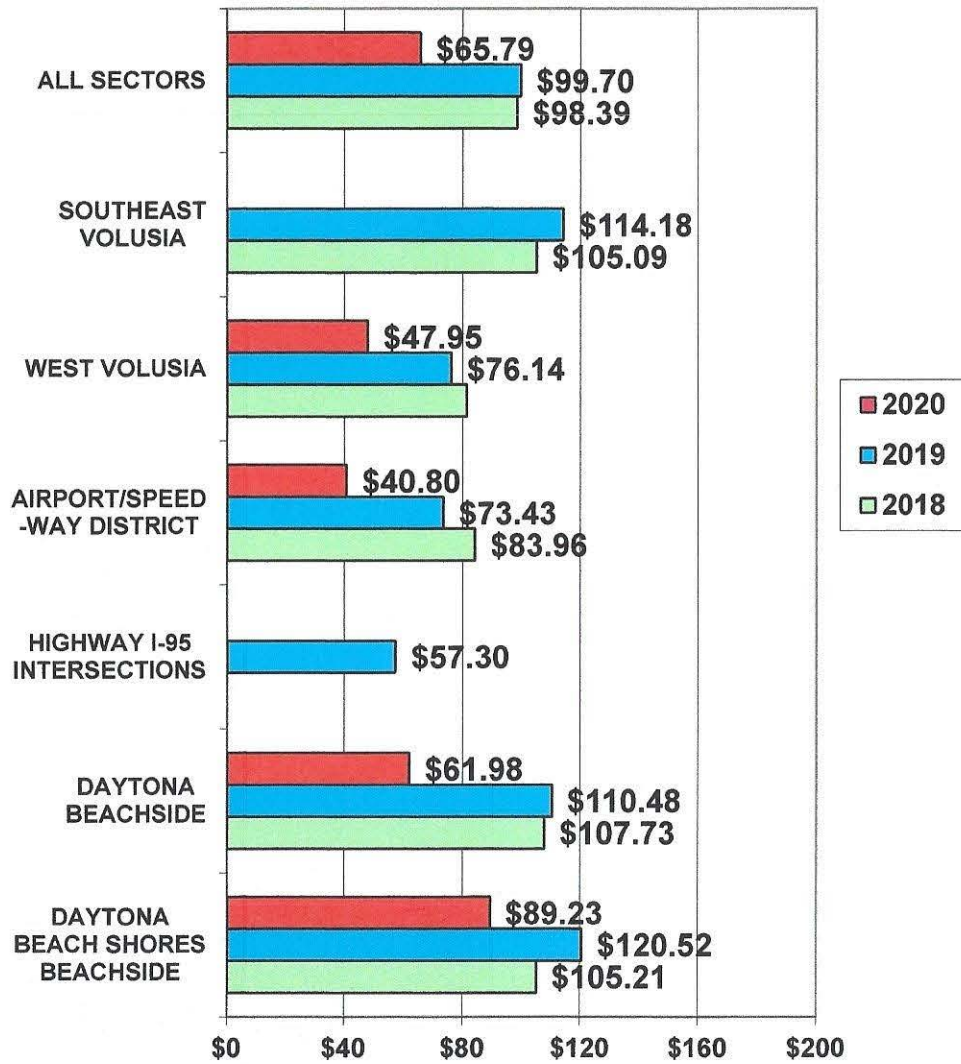


VOLUSIA AVERAGE DAILY RATE BY AREA SECTORS - JUNE 2018 - 2020



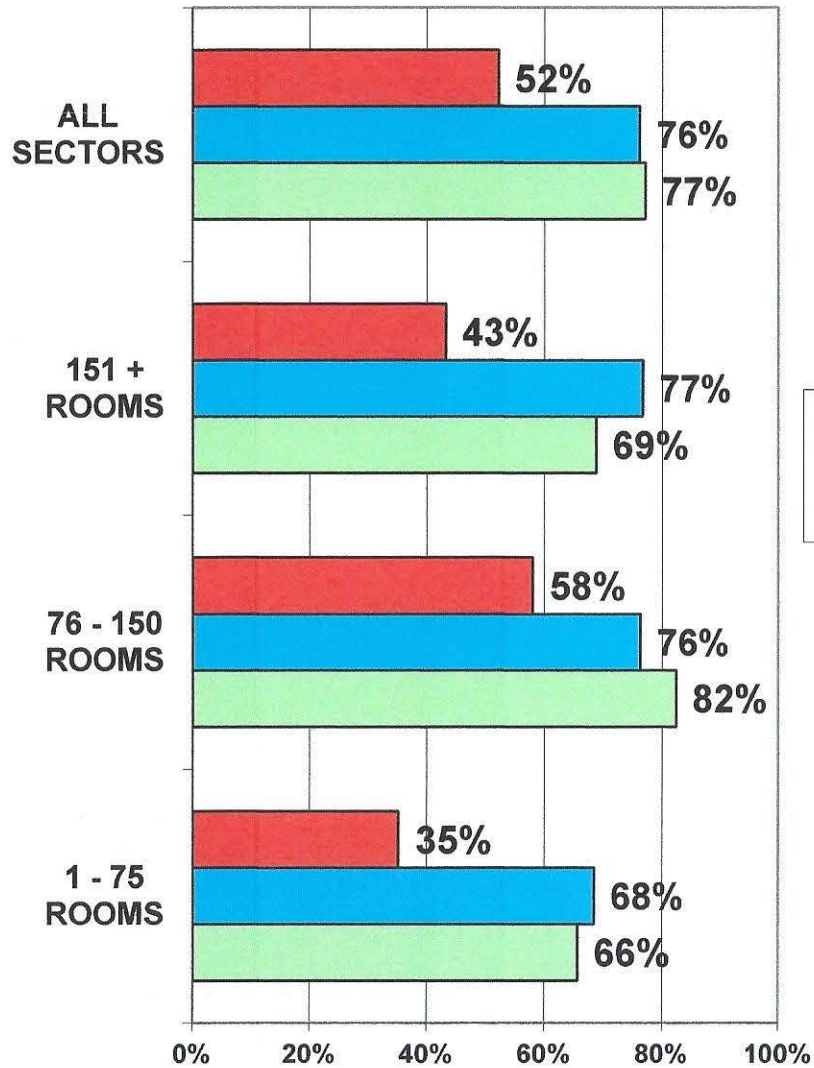
AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED

VOLUSIA REV/PAR BY AREA SECTORS - JUNE 2018 - 2020

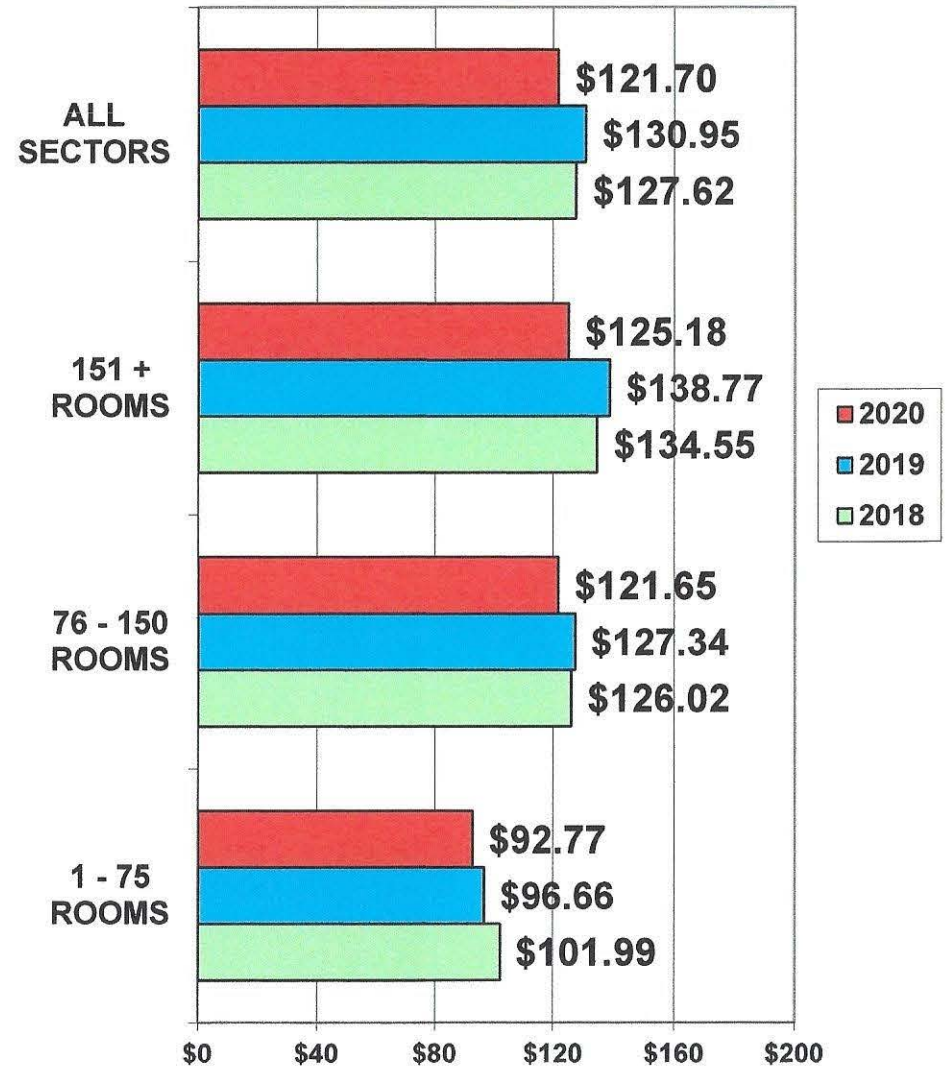


AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED

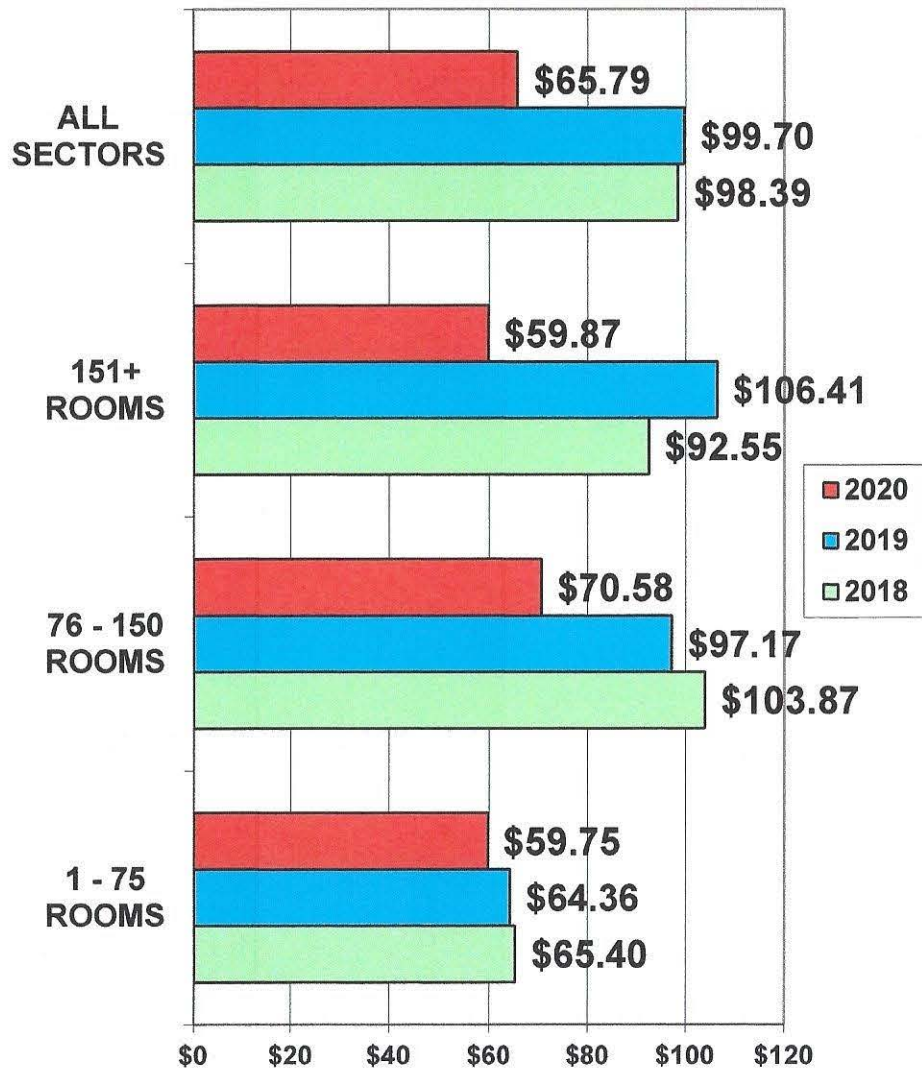
VOLUSIA OCCUPANCY BY PROPERTY SIZE - JUNE 2018 - 2020



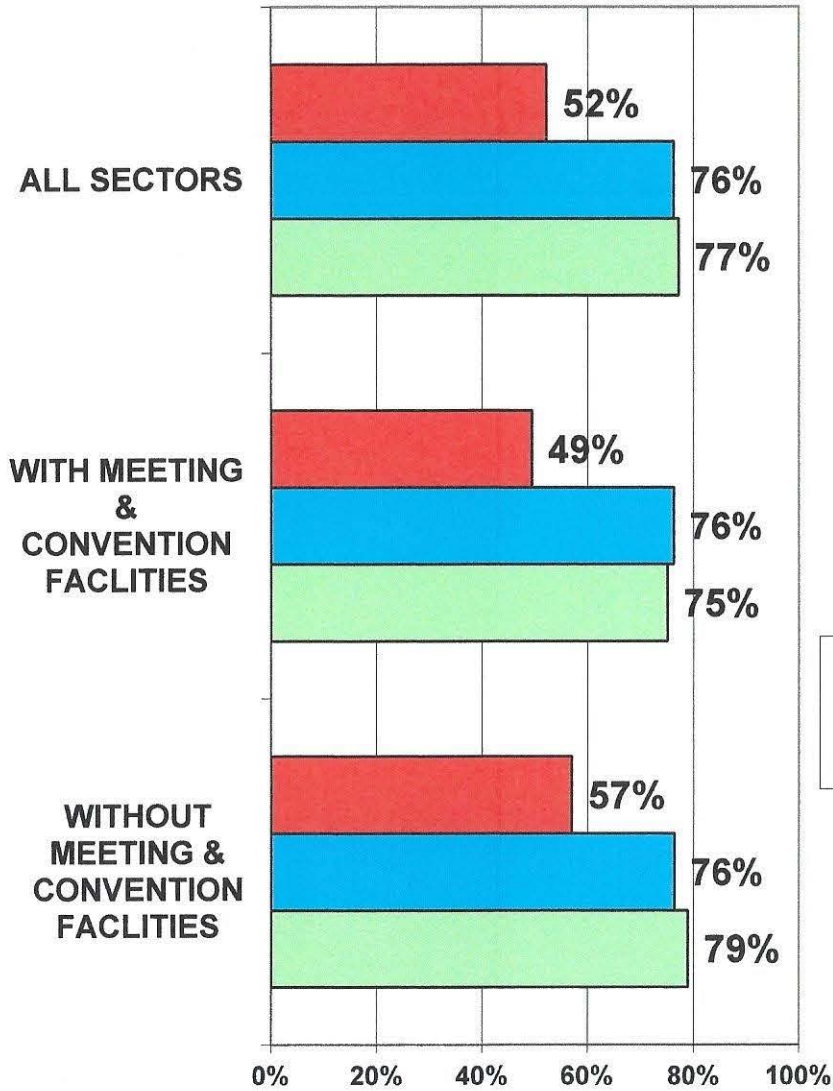
VOLUSIA AVERAGE DAILY RATE BY PROPERTY SIZE - JUNE 2018 - 2020



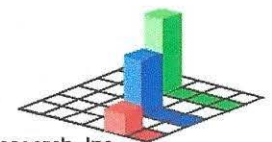
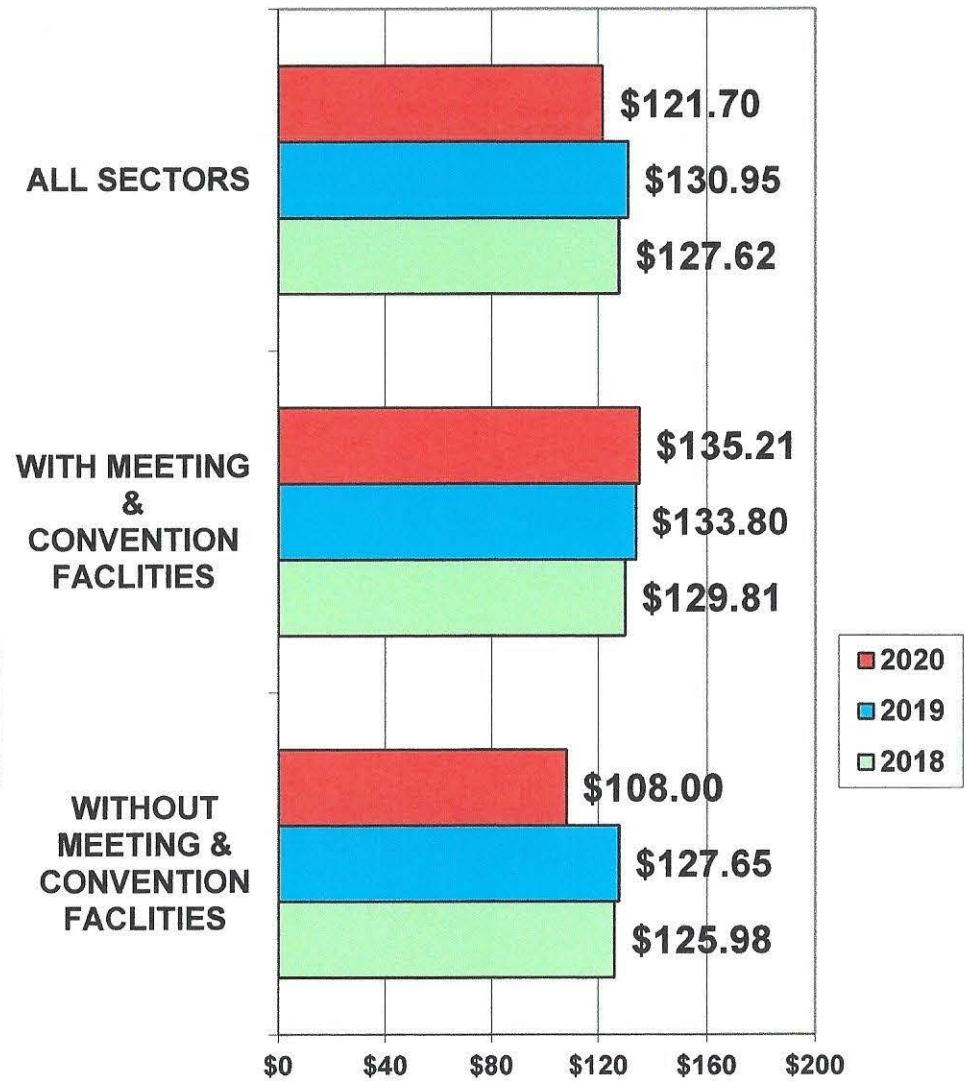
VOLUSIA REV/PAR BY PROPERTY SIZE - JUNE 2018 - 2020



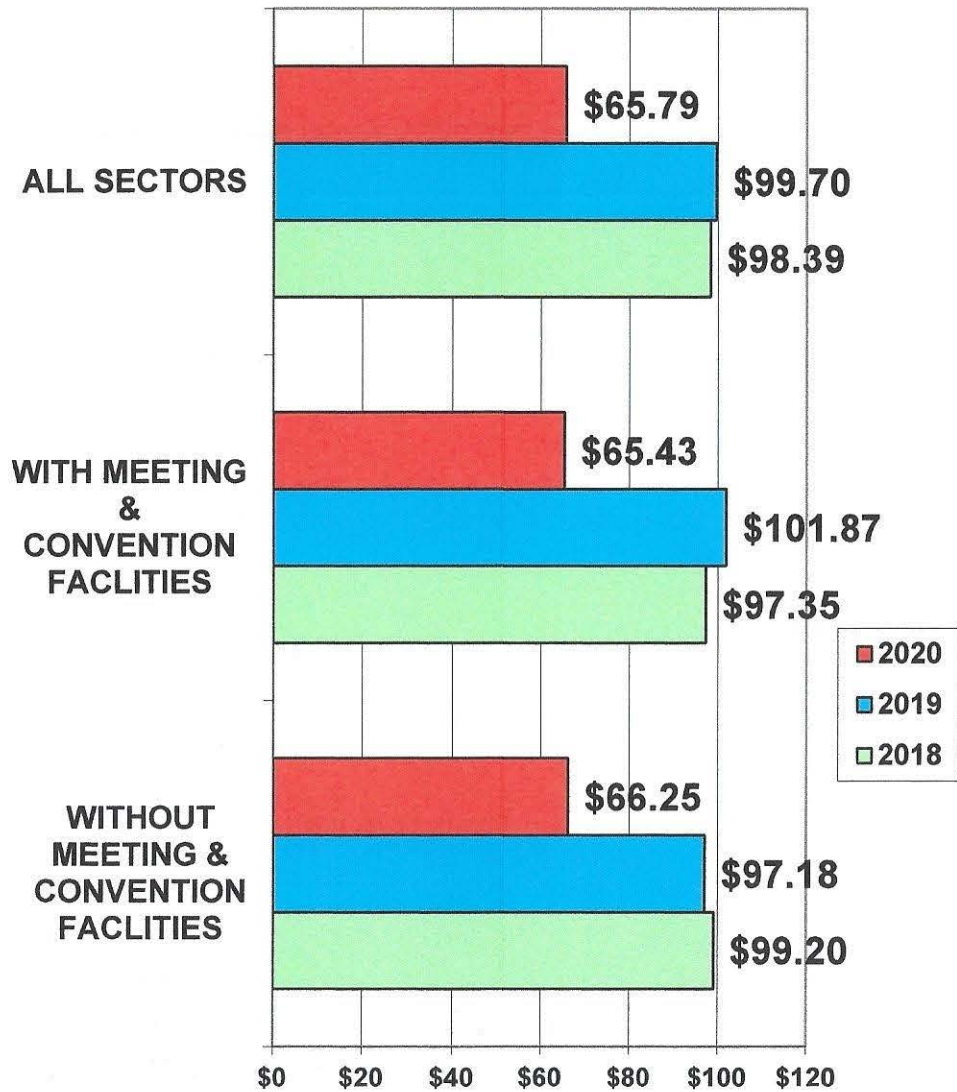
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - JUNE 2018 - 2020



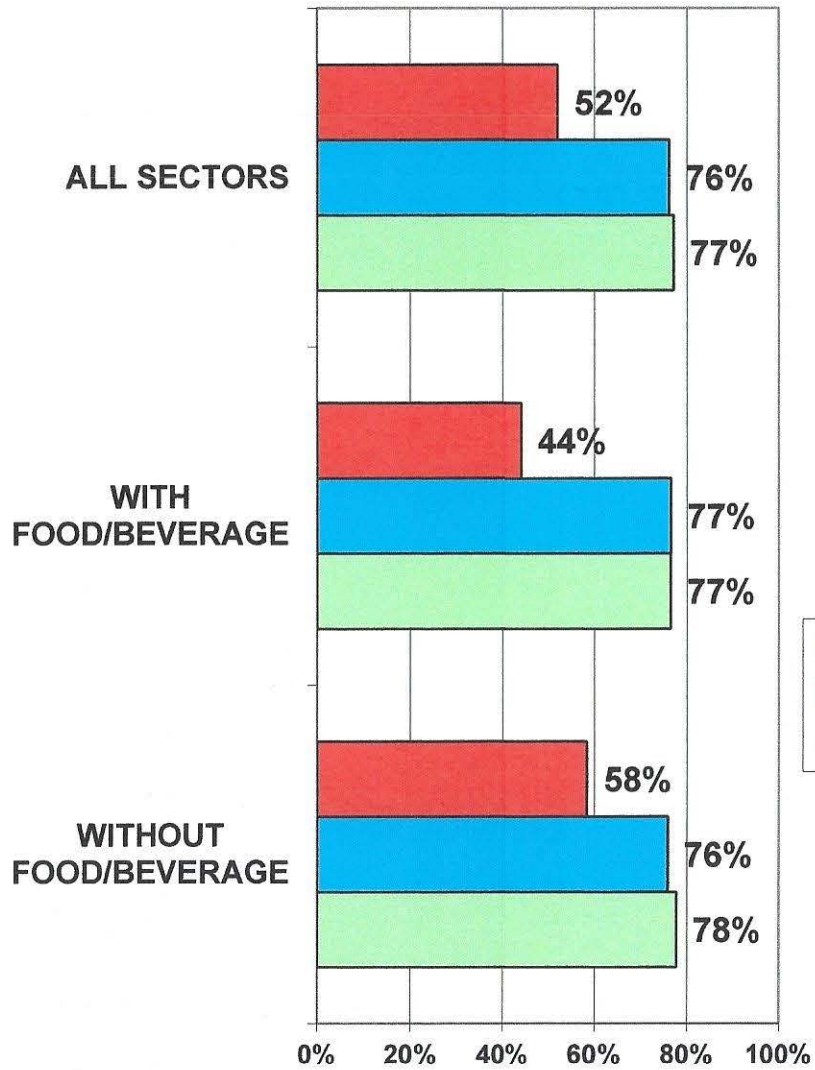
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - JUNE 2018 - 2020



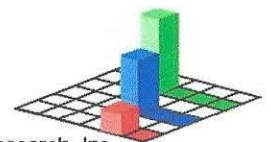
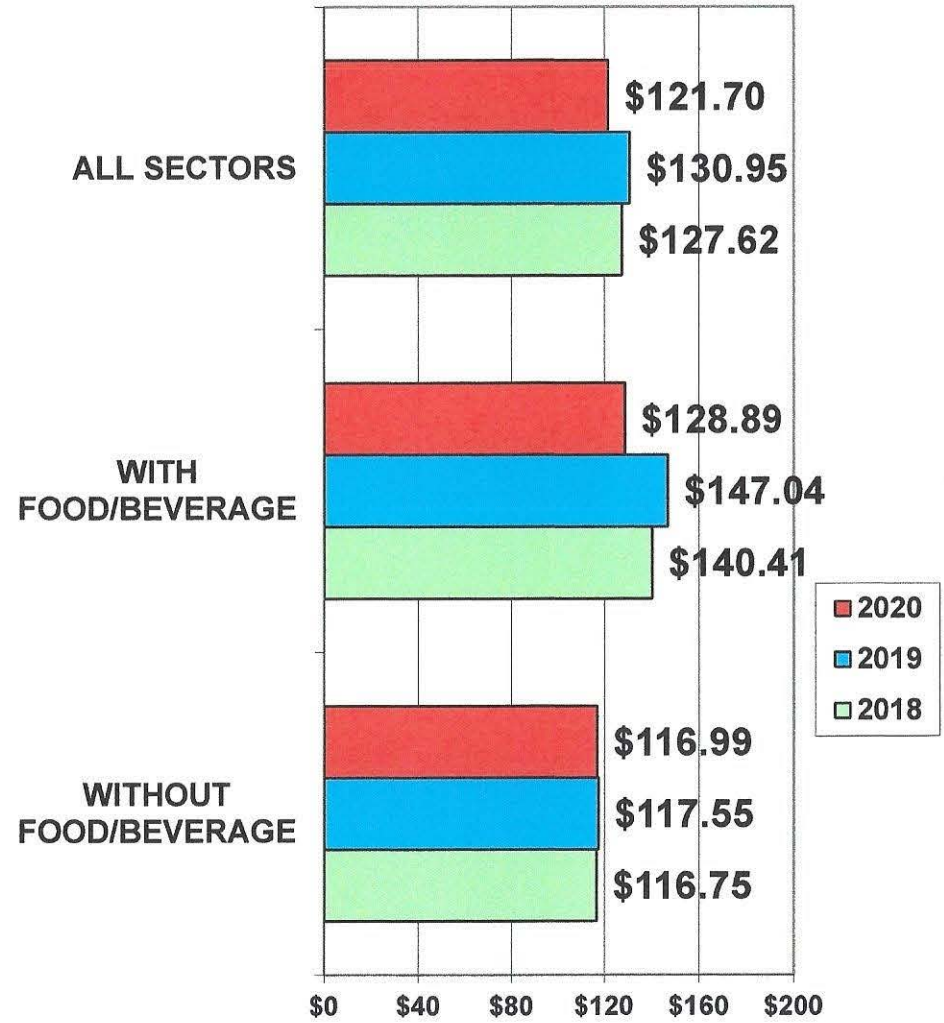
**VOLUSIA REV/PAR BY
MEETING & CONVENTION
FACILITIES - JUNE 2018 - 2020**



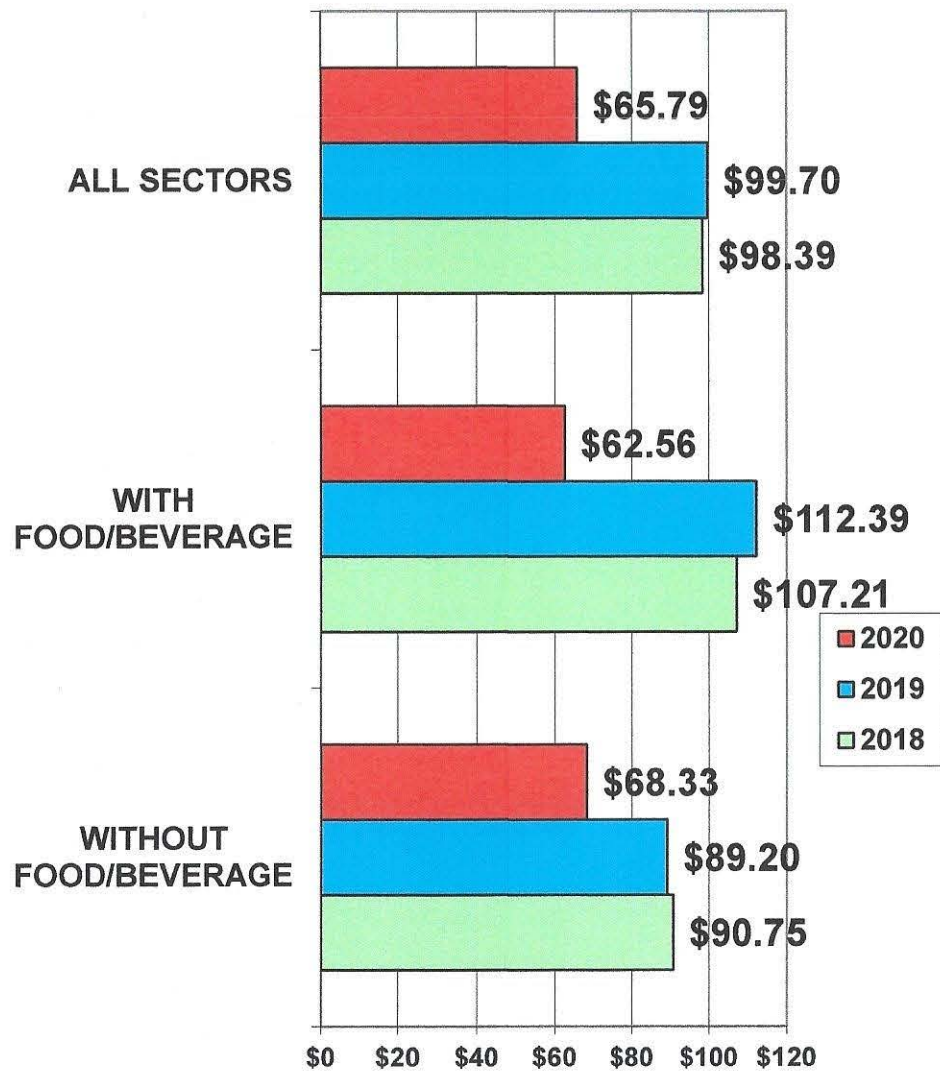
VOLUSIA OCCUPANCY BY FOOD/BEVERAGE - JUNE 2018 - 2020



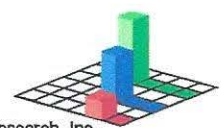
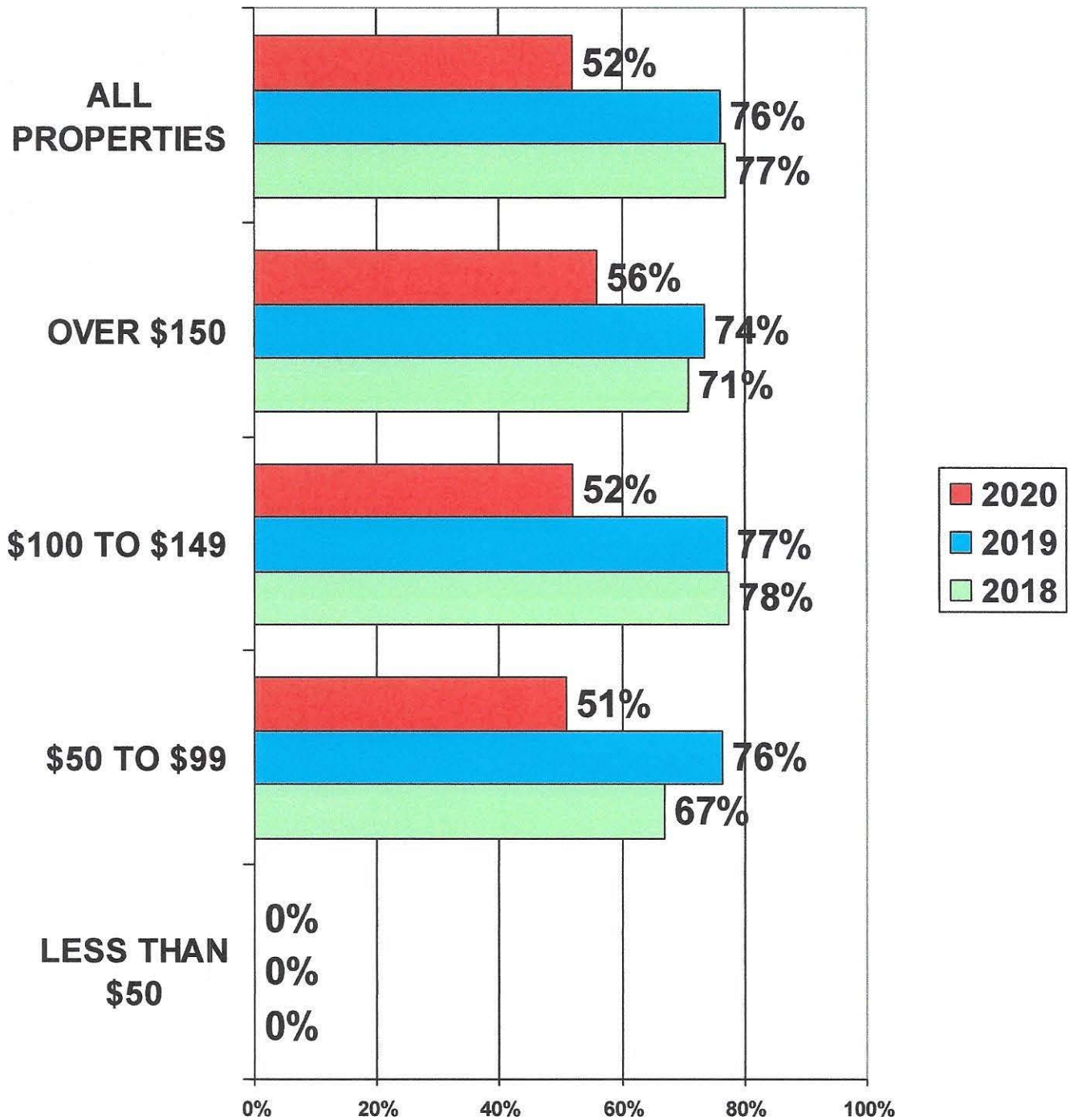
VOLUSIA AVERAGE DAILY RATE BY FOOD/BEVERAGE - JUNE 2018 - 2020



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



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

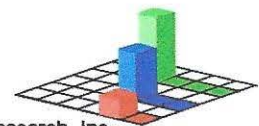


Mid-Florida Marketing & Research, Inc.

**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	X	X	X	X	X						
BEST WESTERN PLUS AKU TIKI	132		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	CL	X	X						
HOLIDAY INN EXPRESS AND SUITES OCEANFRONT	100	X		X	CL	X	X						
HYATT PLACE	143	X		X	X	X	X						
OCEAN COURT MOTEL	33	X	X	X	X	X	X						
OCEANSIDE INN	191	X											
PERRY'S OCEAN EDGE RESORT	200	X	X	X	X	X	X						
RESIDENCE INN DAYTONA BEACH OCEANFRONT	105	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 PLUS DAYTONA INN SEABREEZE	96	X	X	X	X	X	X						
DAYTONA BEACH REGENCY	98	X	X	X	X	X	X						
DAYTONA BEACH RESORT	303	X											
HARD ROCK HOTEL	200	X	X	X	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 DAYTONA BEACH 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	CL	X	X						
OCEAN BREEZE CLUB HOTEL	206	X		X	CL	X	X						
PLAZA RESORT & SPA	322	X	X	X		X	X						
SILVER BEACH CLUB	74		X	X	CL	X	X						
WYNDHAM OCEAN WALK	127		X										

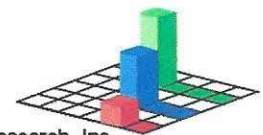


**PARTICIPATING PROPERTIES
BY AREA SECTOR**

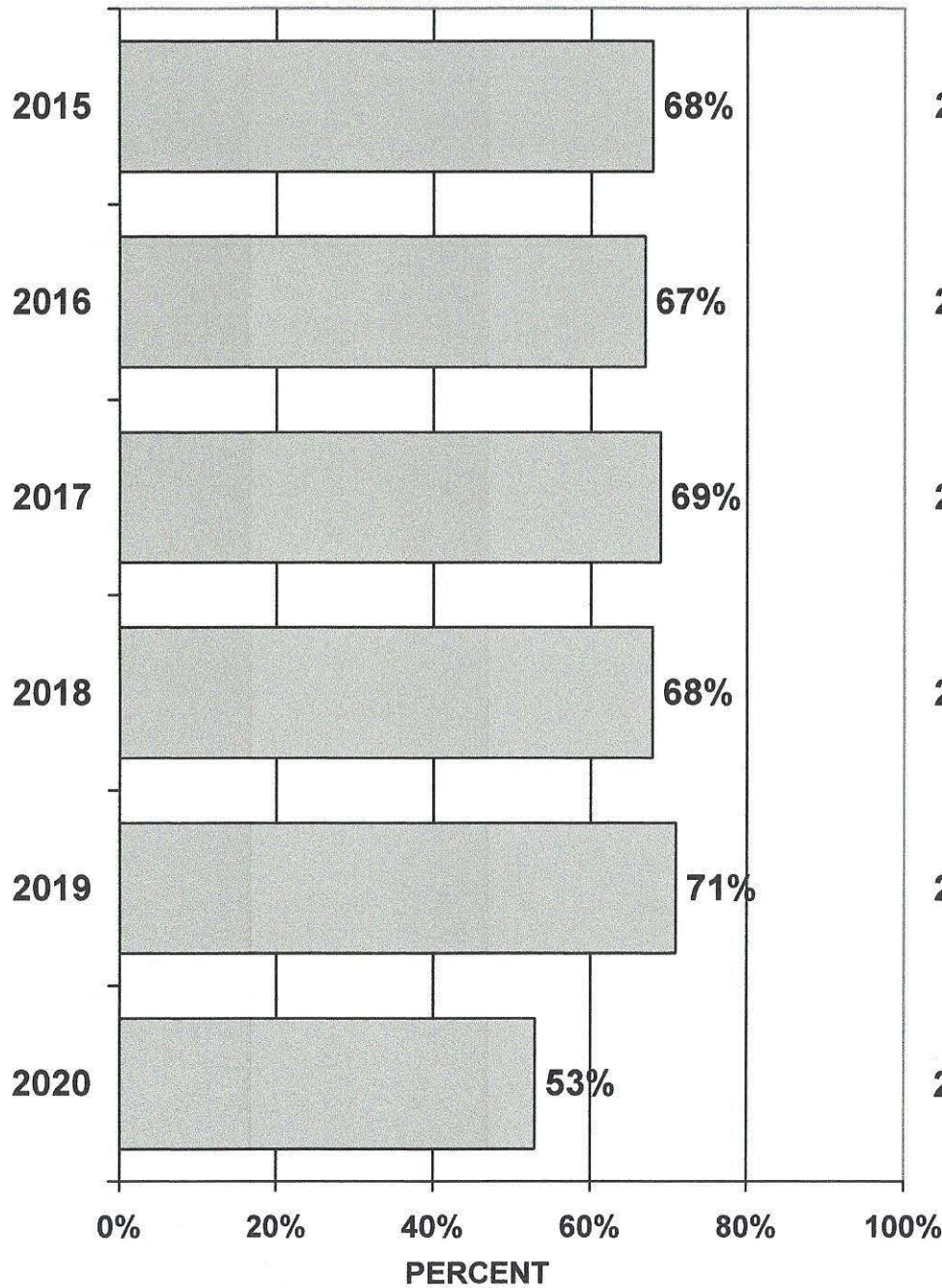
MONTHS REPORTING 2020

	<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	X	X	X	X	X						
CHATEAU MAR BEACH RESORT	51		X	X		X	X						
CORAL SANDS OCEAN FRONT	102	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						
*COUNTRY INN & SUITES PORT ORANGE	87	X	X	X	CL	X	X						
CLARION INN DESTINATION DAYTONA	79	X	X	X	X	X	X						
LA QUINTA INN	143	X	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	CL	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	14	X	X	X	CL	X	X						
COMFORT INN DELAND	68	X	X	X	X	X	X						
COURTYARD DELAND	104	X		X		X	X						
DAYS INN ORANGE CITY	37	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	CL	X	X						
SE VOLUSIA													
COASTAL WATERS INN	40				CL								
*COUNTRY INN & SUITES PORT ORANGE	87	X	X	X	CL	X	X						
HAMPTON INN	122	X											
INN ON THE AVENUE	6	X	X		X	X	X						
OCEAN TRILLIUM SUITES	32	X	X	X	X	X	X						
SPRINGHILL SUITES	114	X	X	X	X	X	X						

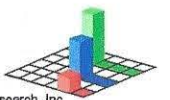
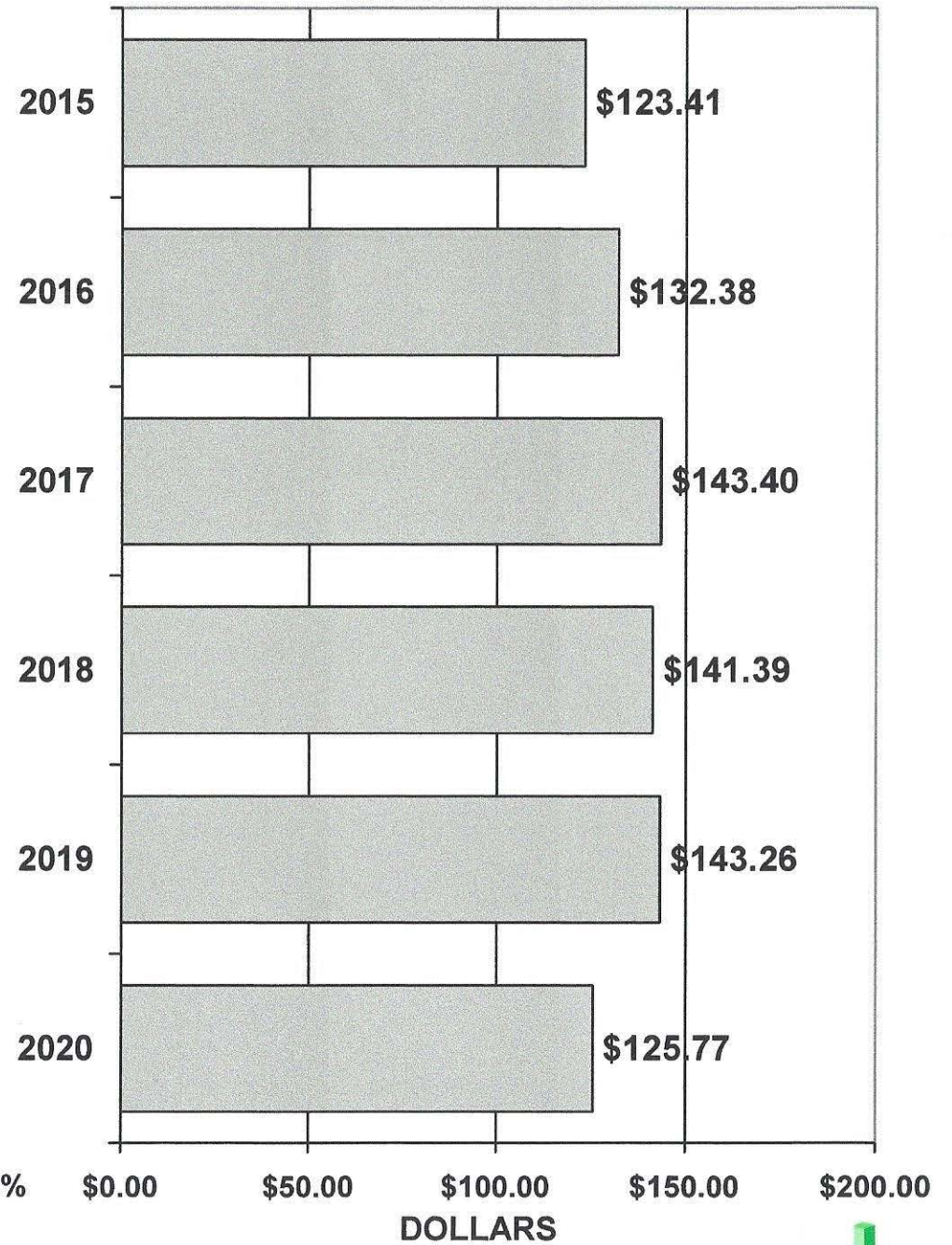
*Country Inn & Suites is listed in Area Sectors Highway I-95 Intersections and SE Volusia
CL - Closed for the month



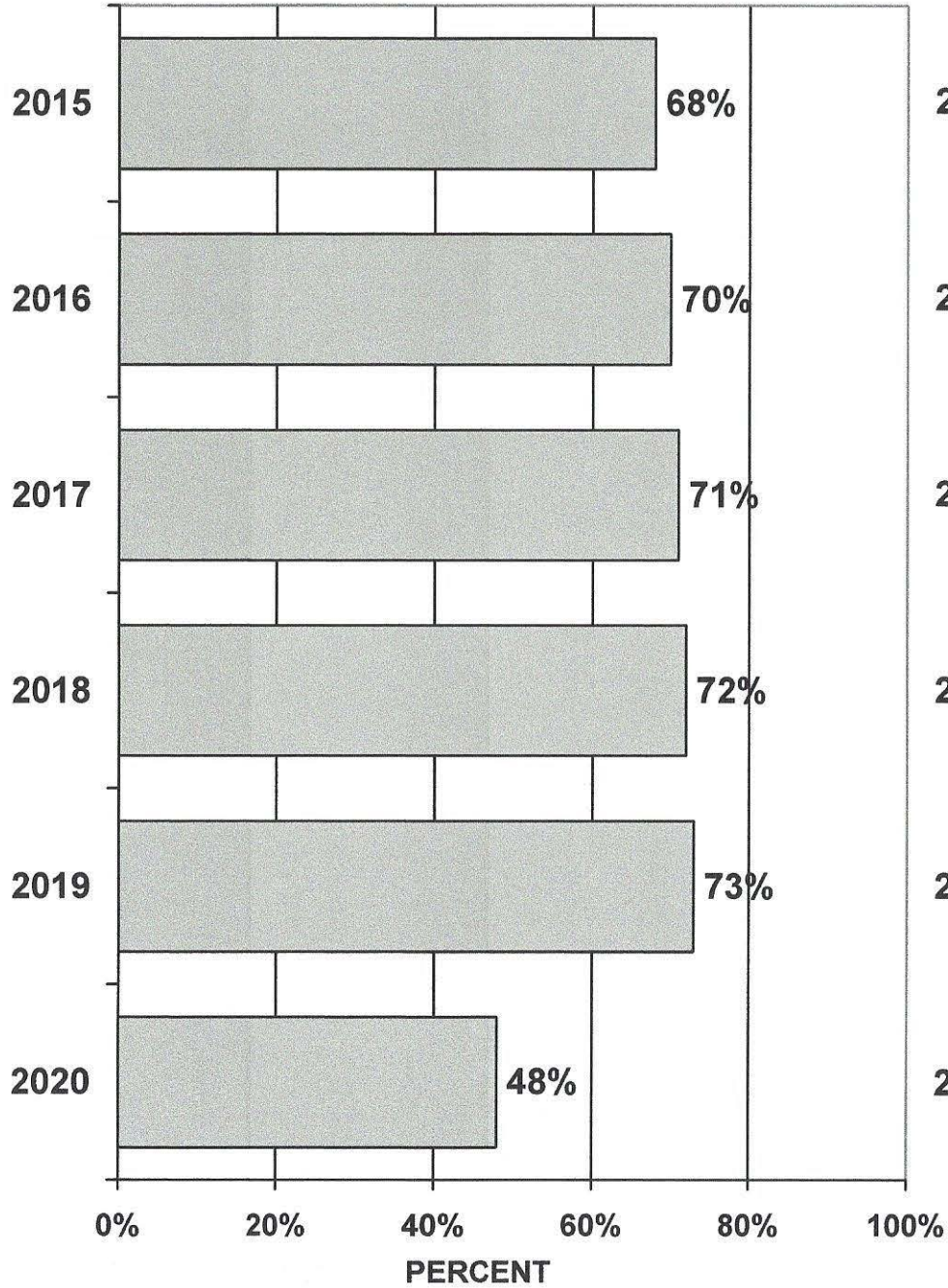
**DAYTONA BEACH SHORES
OCCUPANCY YEAR TO DATE
JUNE 2015 - 2020**



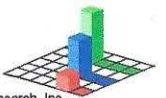
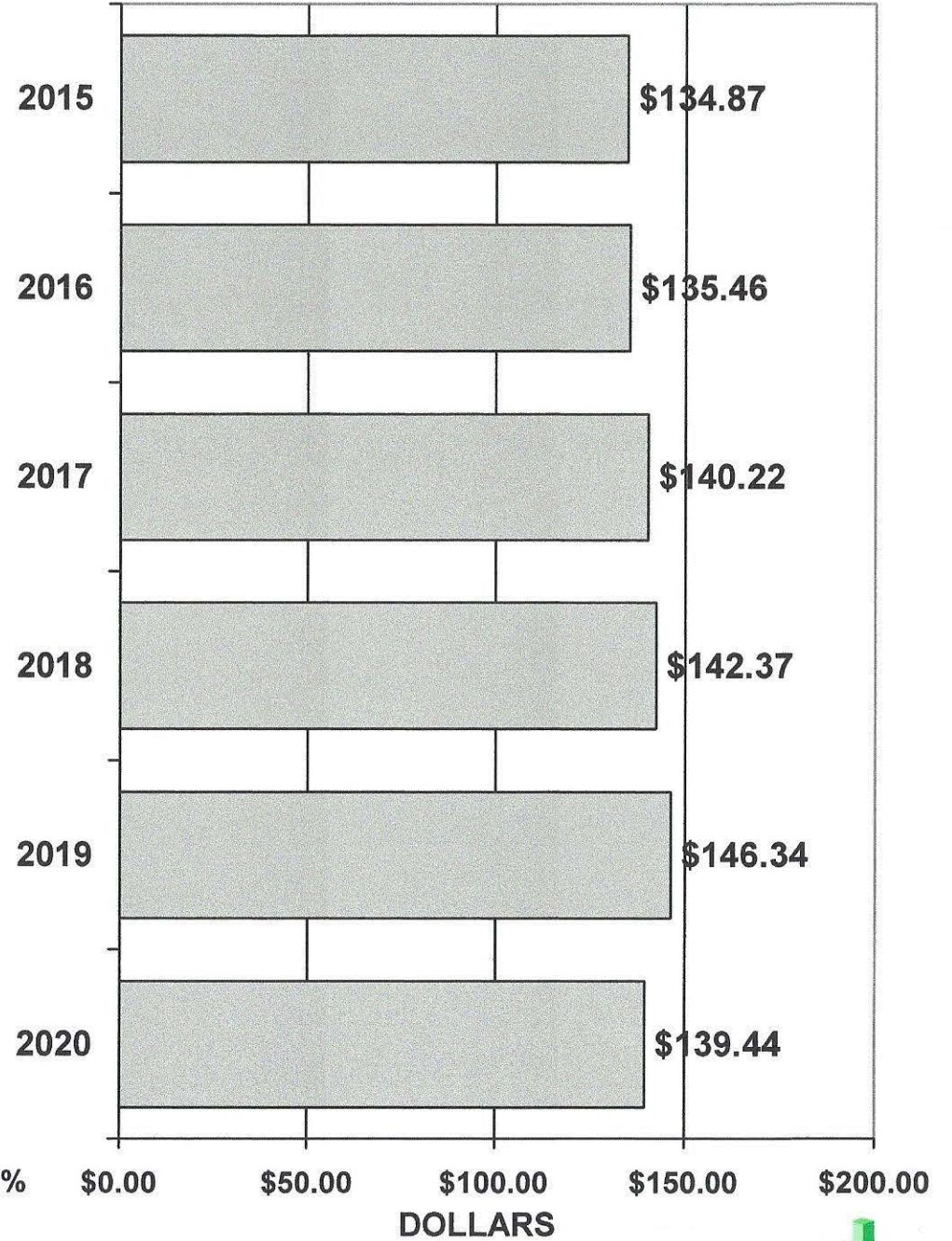
**DAYTONA BEACH SHORES
AVERAGE DAILY RATE YEAR TO DATE
JUNE 2015 - 2020**



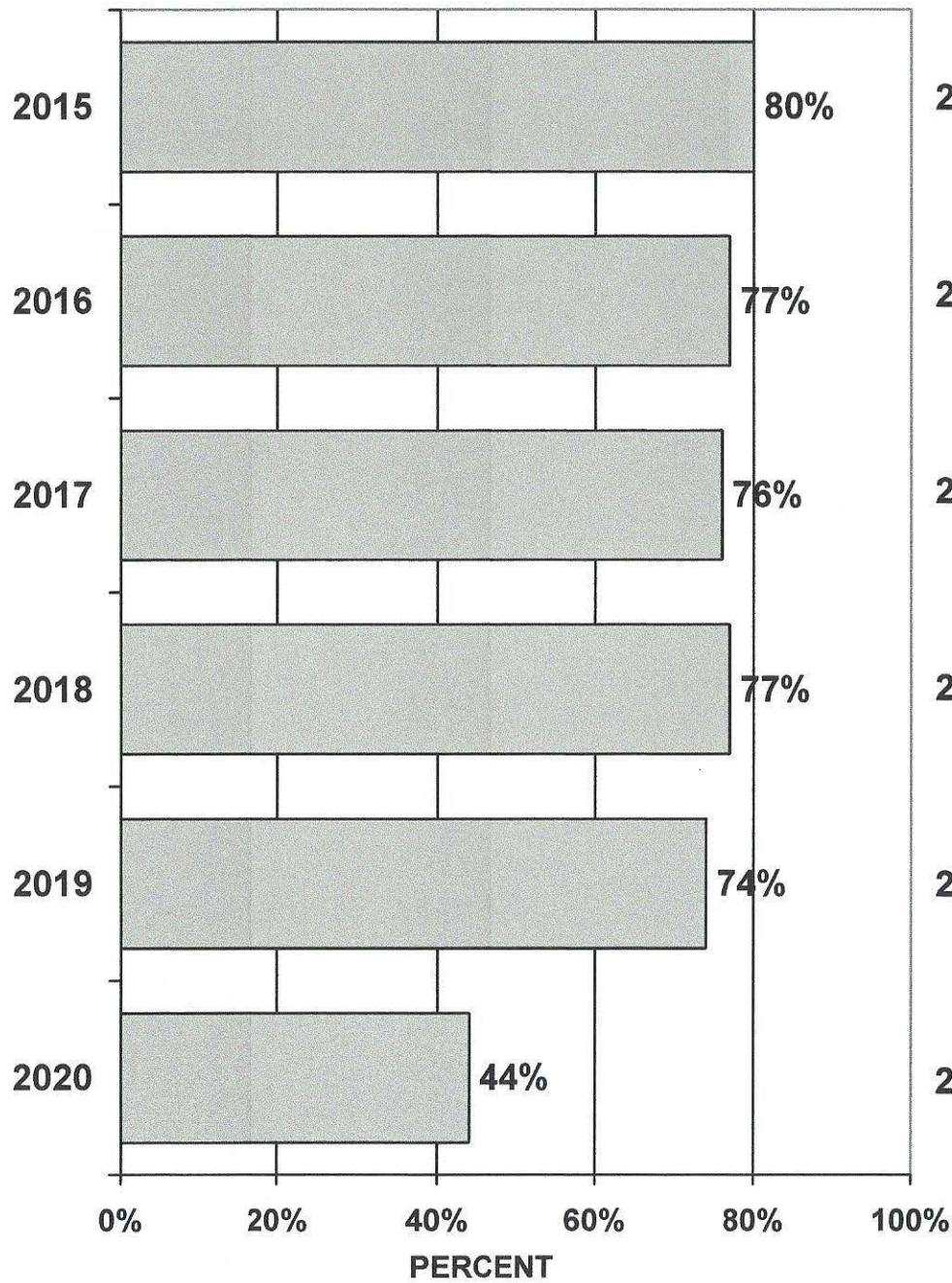
**BEACHSIDE DAYTONA BEACH
OCCUPANCY YEAR TO DATE
JUNE 2015 - 2020**



**BEACHSIDE DAYTONA BEACH
AVERAGE DAILY RATE YEAR TO DATE
JUNE 2015 - 2020**



**AIRPORT/SPEEDWAY
OCCUPANCY YEAR TO DATE
JUNE 2015 - 2020**



**AIRPORT/SPEEDWAY
AVERAGE DAILY RATE YEAR TO DATE
JUNE 2015 - 2020**

