

Memo

To: HAAA
From: Evelyn Fine
Date: January 14, 2020
Subject: November 2019 Occupancy & Average Daily Rate Report

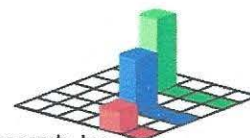
Overall Daytona Beach Area Occupancy stayed about the same, at 53% in November 2019 and 53% in November 2018.

The Daytona Beach Area Average Daily Rate increased about 5%, to \$110.28 in November 2019 from \$104.85 in November 2018.

The Daytona Beach Area Revenue per Available Room increased about 6%, to \$58.86 in November 2019 from \$55.36 in November 2018.

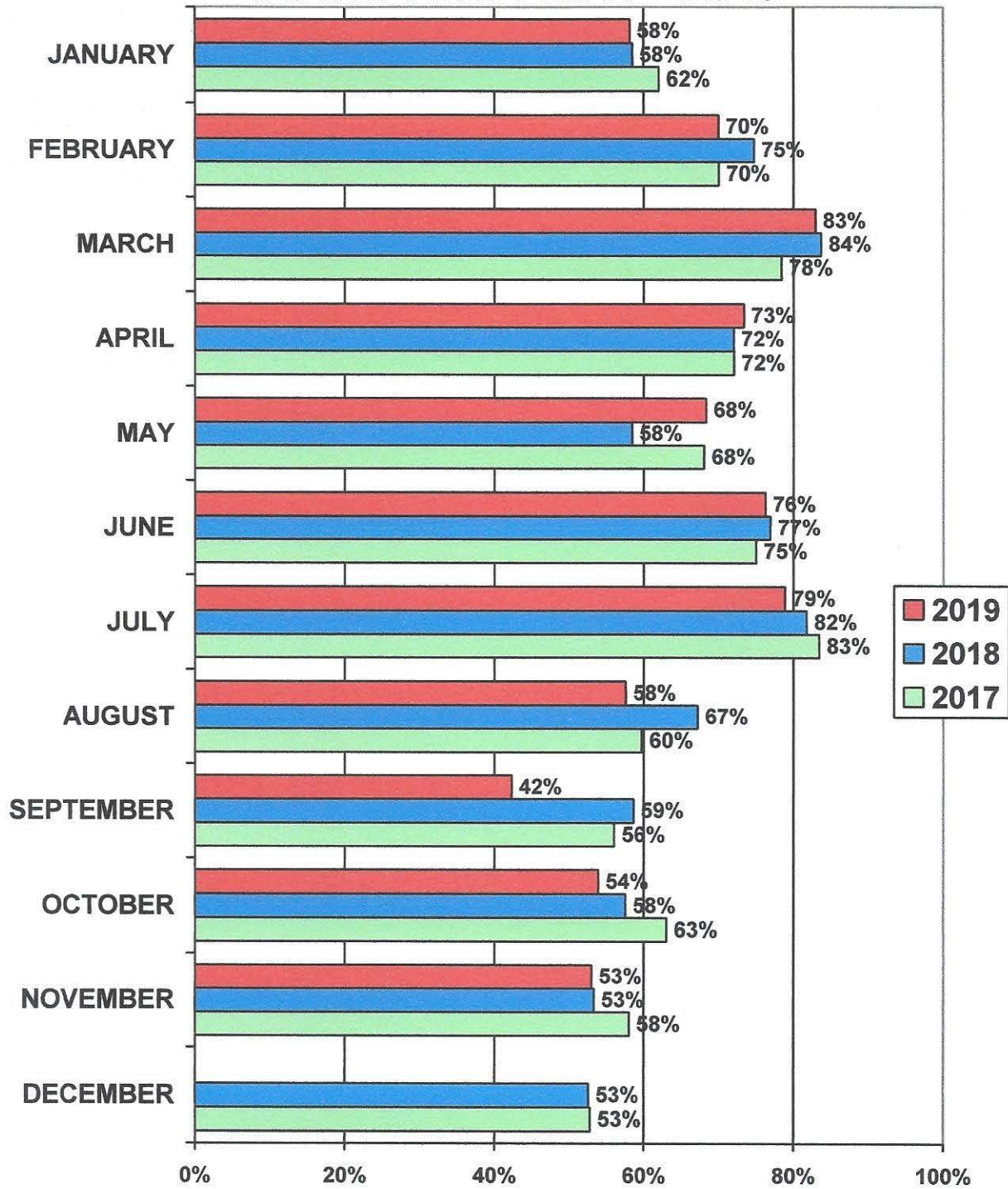
Thanksgiving and car events at the Speedway had a positive impact on the Occupancy and Average Daily Rate in November 2019.

EF/LK



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HALIFAX AREA HOTEL/MOTEL OCCUPANCY 2017 - 2019



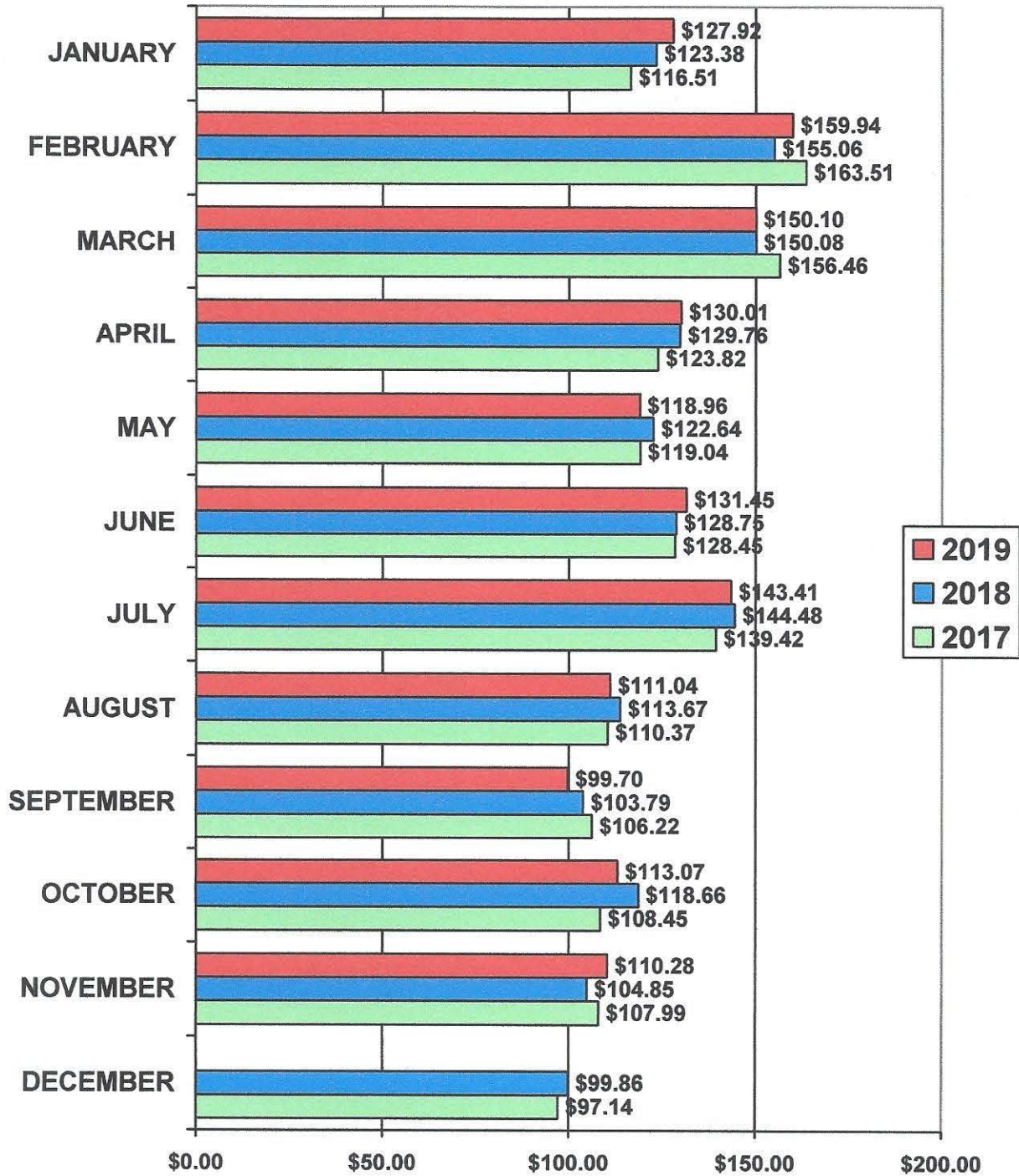
2019 YTD AVG. 65%
2018 YTD AVG. 68%
2017 YTD AVG. 68%

NOVEMBER 2019
NOVEMBER 2019

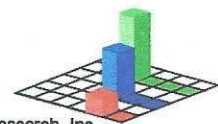
HIGH 80%
LOW 18%



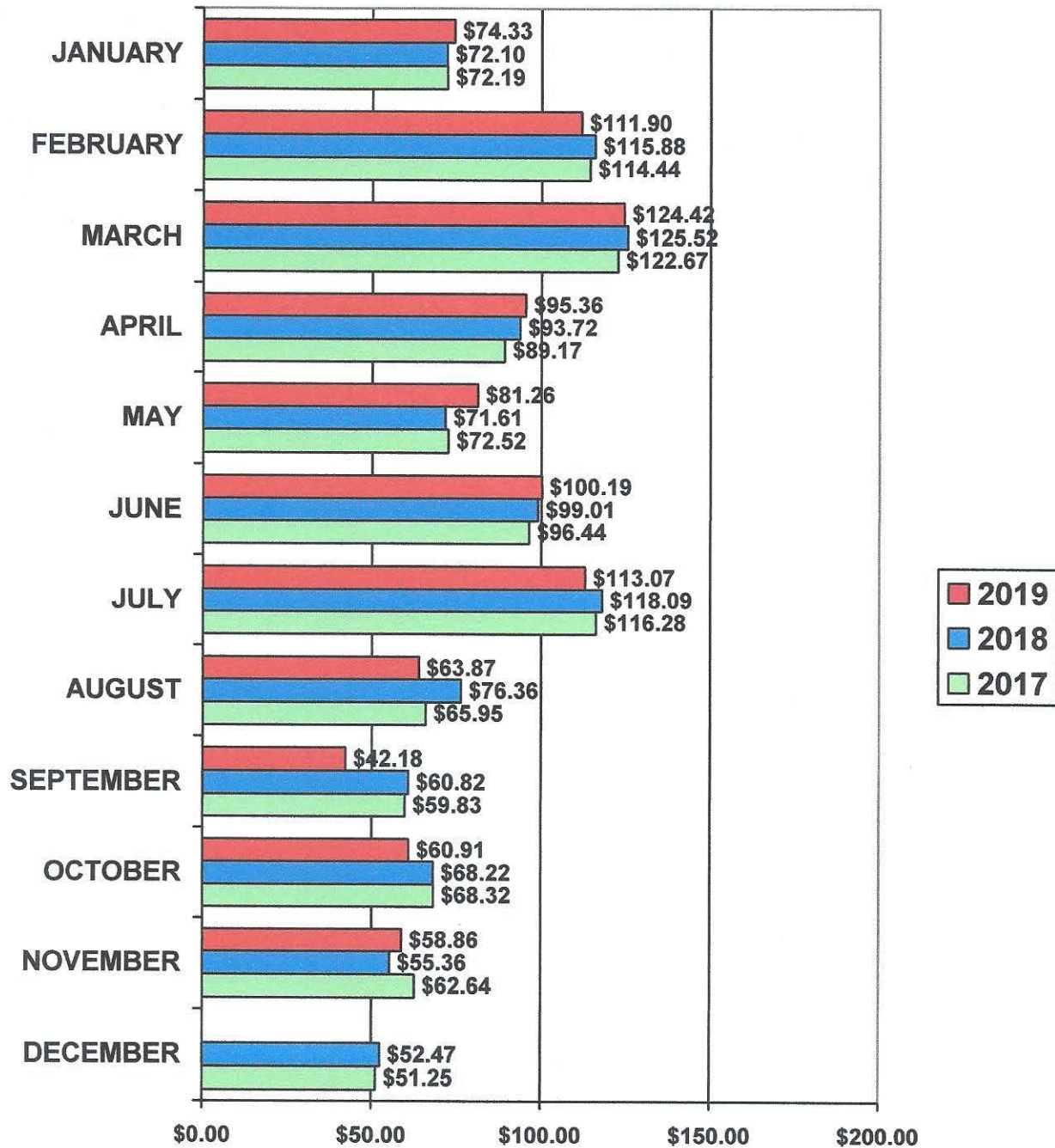
HALIFAX AREA HOTEL/MOTEL AVERAGE DAILY RATE 2017 - 2019



2019 YTD AVG. \$129.70 NOVEMBER 2019 HIGH \$ 160.96
 2018 YTD AVG. \$129.36 NOVEMBER 2019 LOW \$ 70.54
 2017 YTD AVG. \$126.92



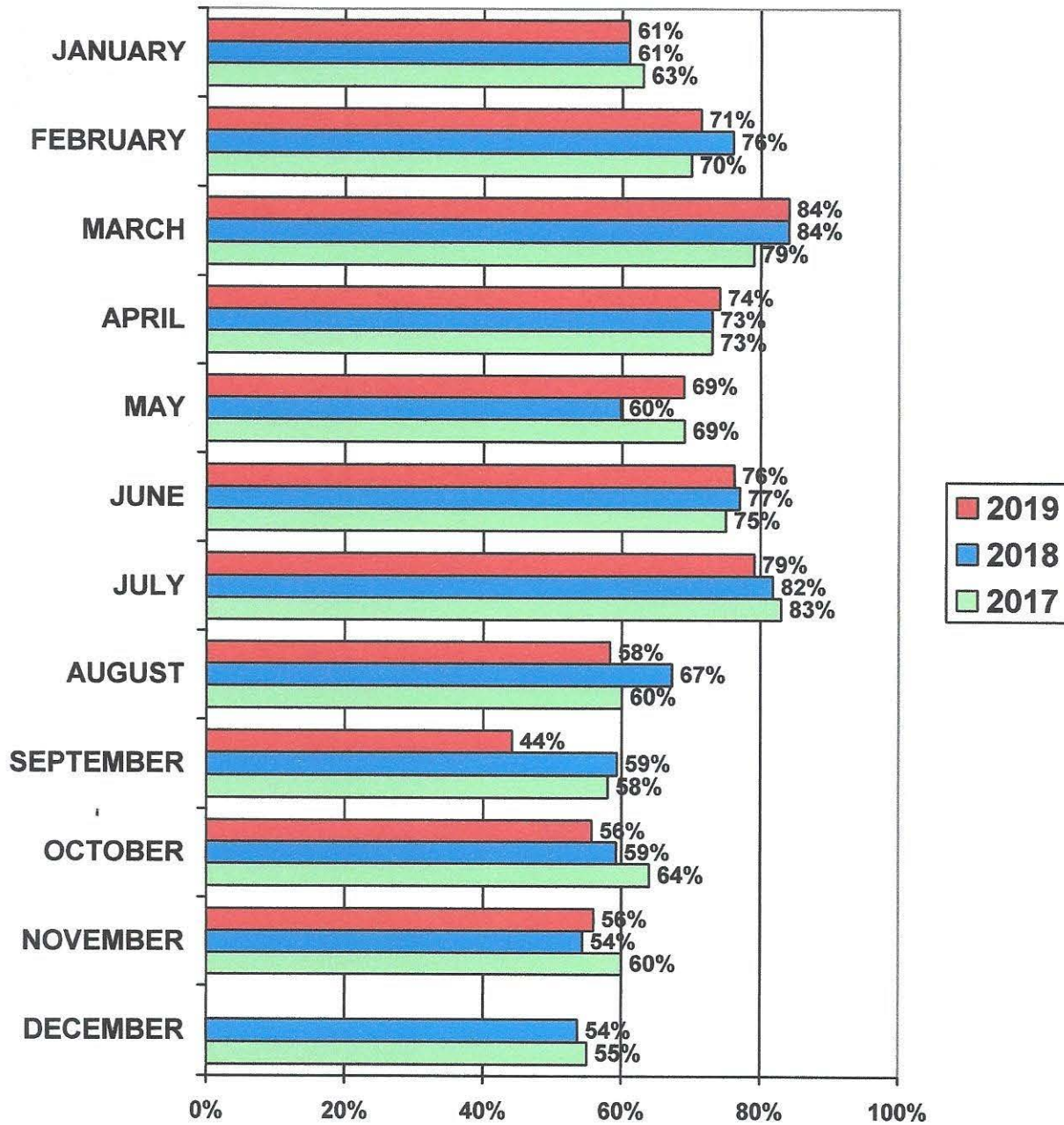
HALIFAX AREA HOTEL/MOTEL REV PAR BY MONTH 2017 - 2019



2019 YTD AVG. \$ 84.58
 2018 YTD AVG. \$ 87.91
 2017 YTD AVG. \$ 85.23

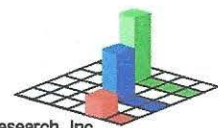


VOLUSIA HOTEL/MOTEL OCCUPANCY 2017 - 2019

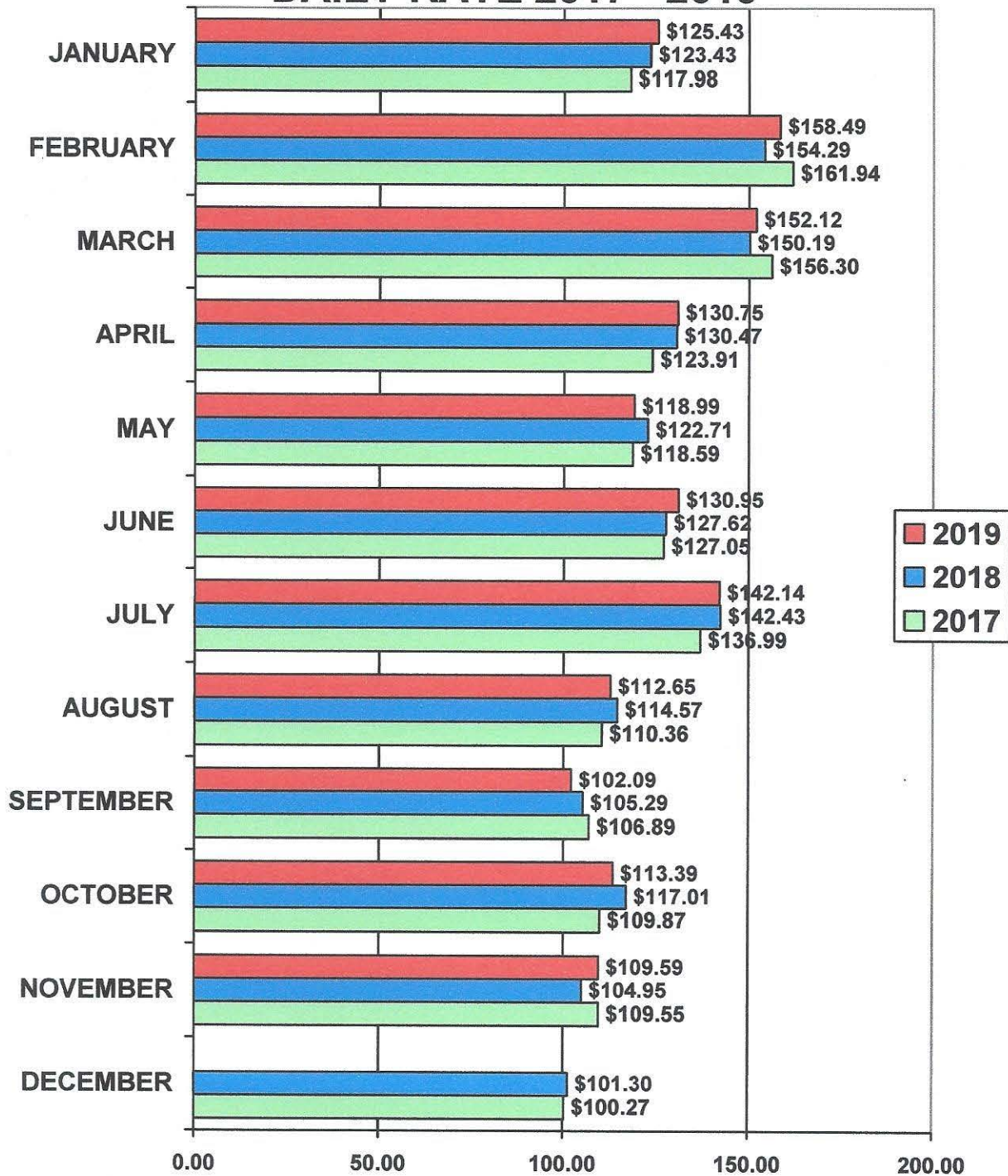


2019 YTD AVG. 67%
2018 YTD AVG. 70%
2017 YTD AVG. 69%

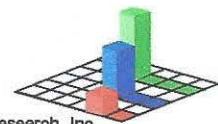
NOVEMBER 2019 HIGH 89%
NOVEMBER 2019 LOW 18%



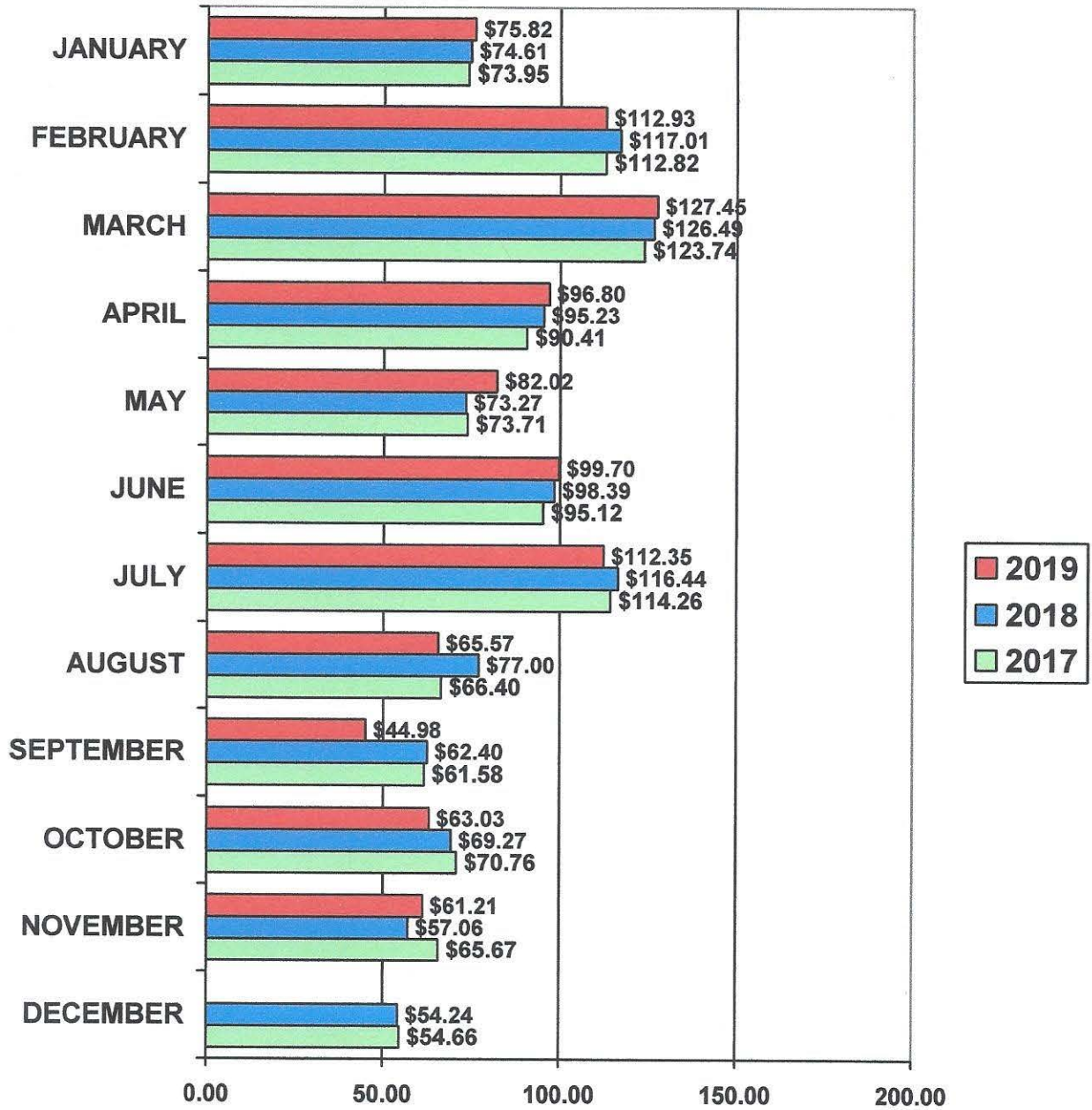
VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2017 - 2019



2019 YTD AVG. \$129.65 NOVEMBER 2019 HIGH \$ 160.96
 2018 YTD AVG. \$129.22 NOVEMBER 2019 LOW \$ 62.17
 2017 YTD AVG. \$128.02



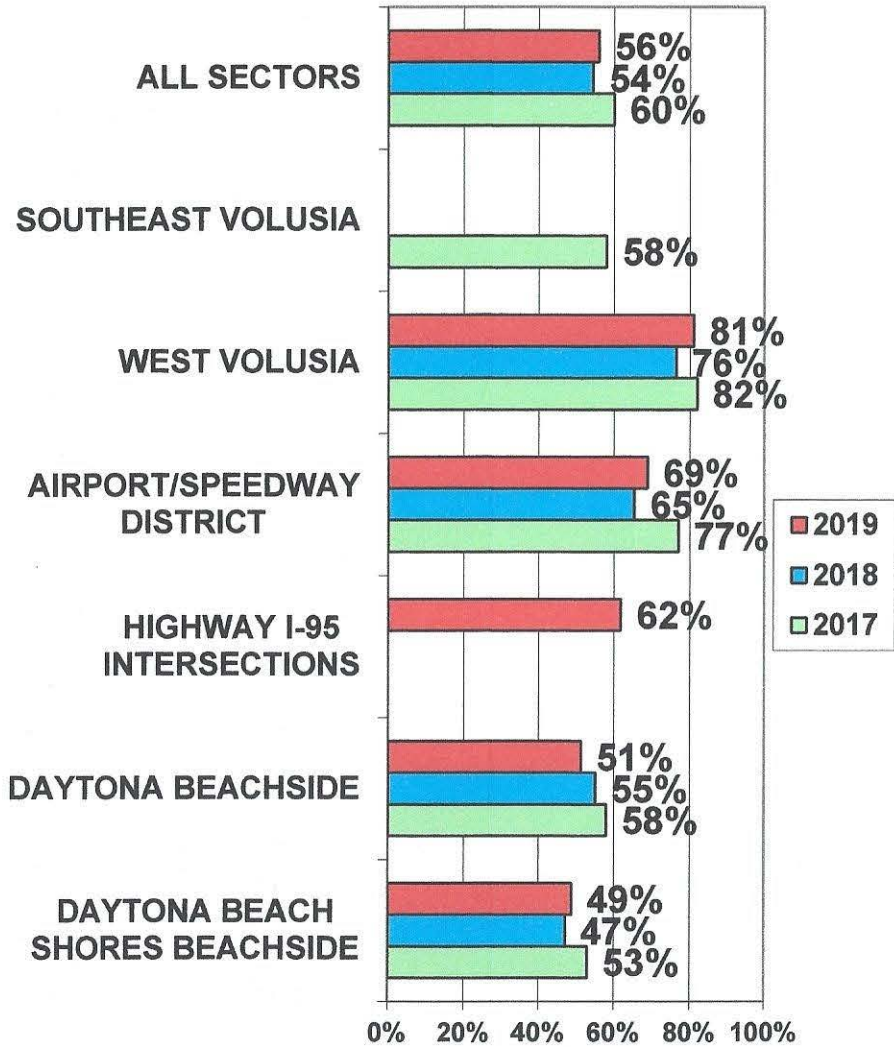
VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2017 - 2019



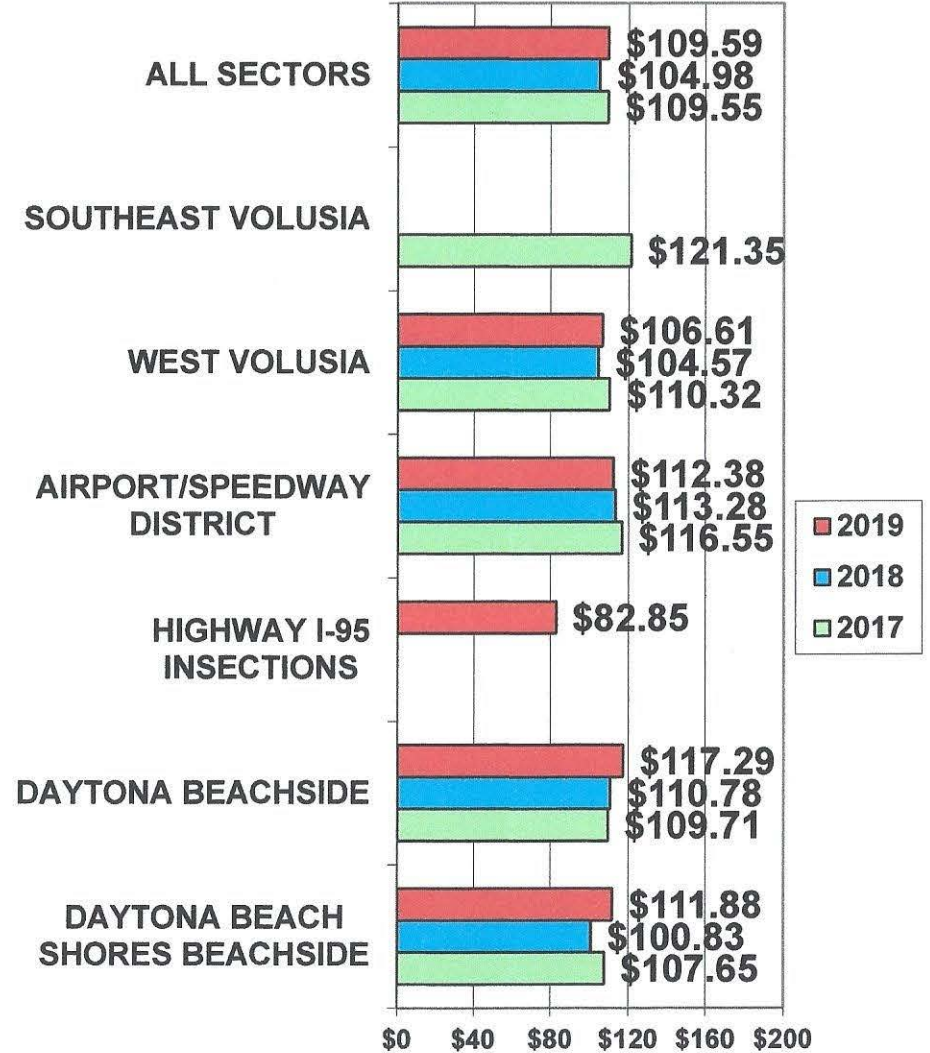
2019 YTD AVG. \$ 86.05
 2018 YTD AVG. \$ 88.85
 2017 YTD AVG. \$ 85.99



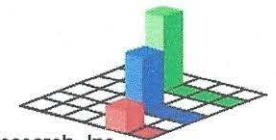
VOLUSIA OCCUPANCY BY AREA SECTORS - NOVEMBER 2017 - 2019



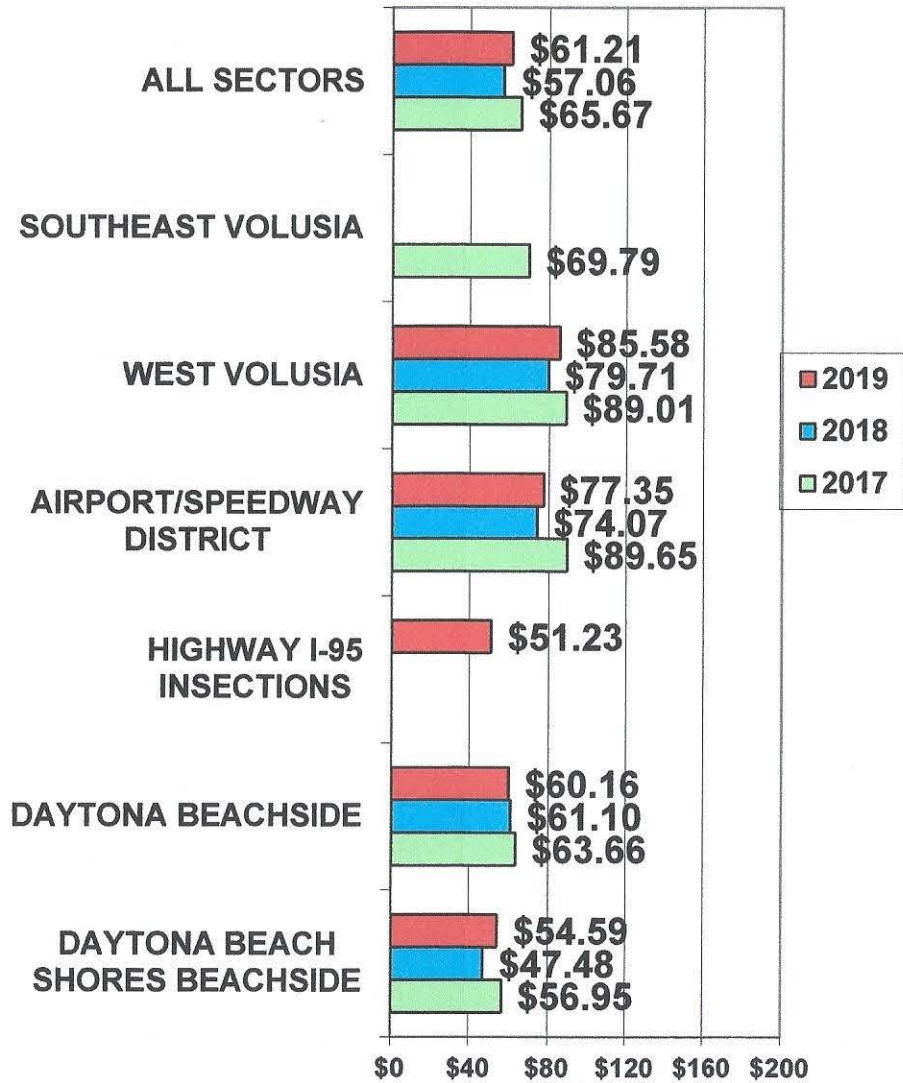
VOLUSIA AVERAGE DAILY RATE BY AREA SECTORS - NOVEMBER 2017 - 2019



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

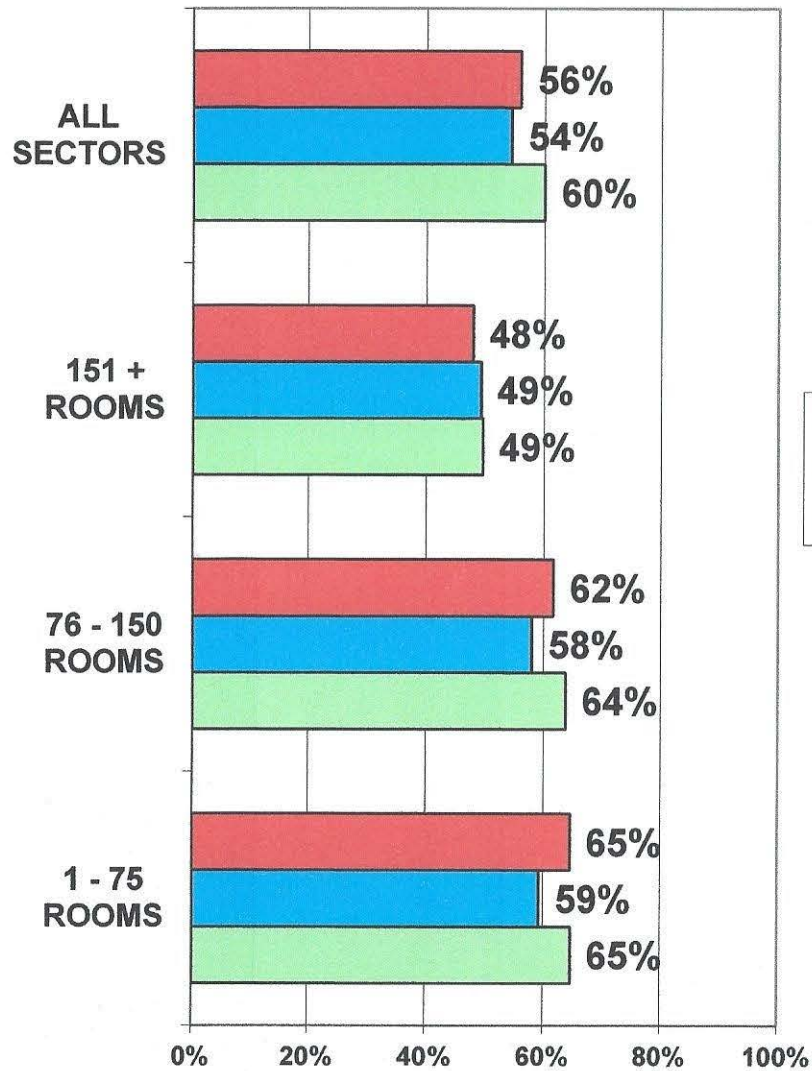


VOLUSIA REV PAR BY AREA SECTORS - NOVEMBER 2017 - 2019

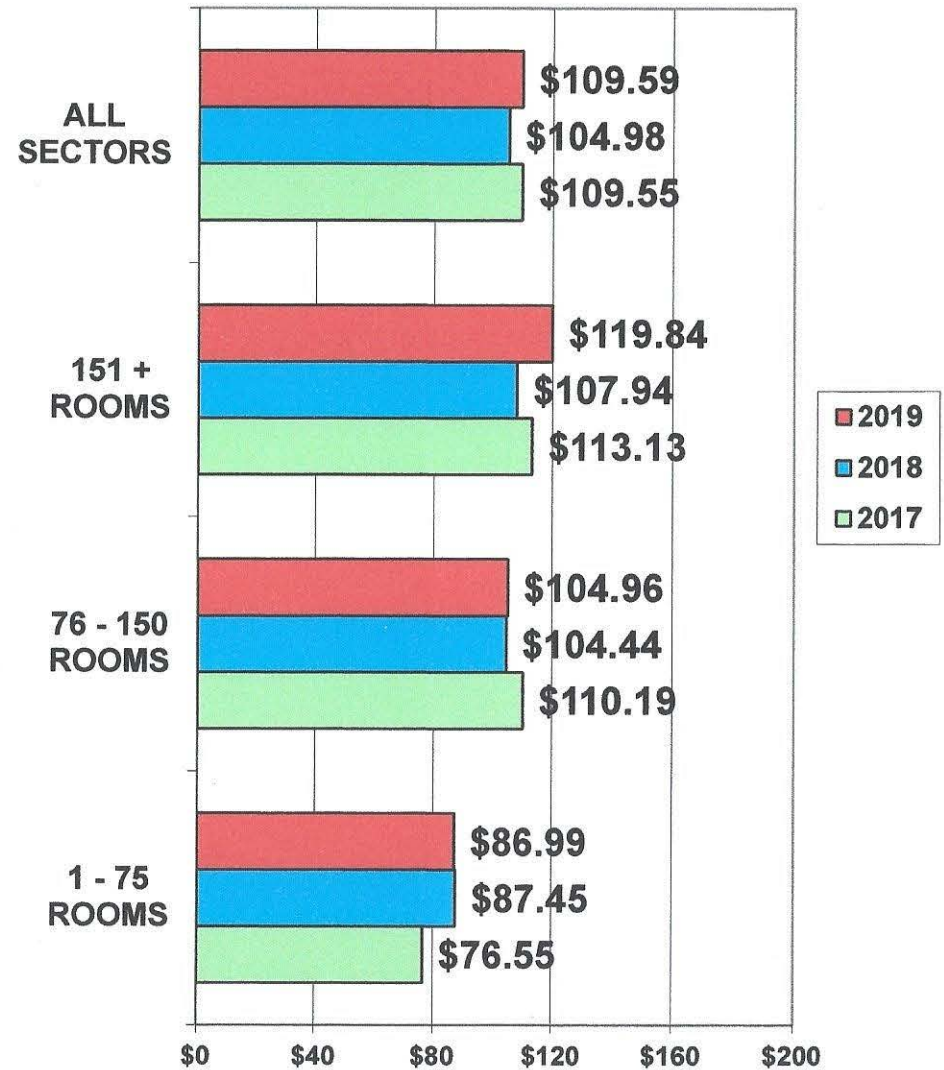


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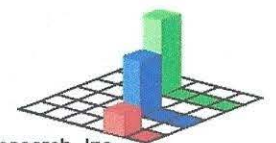
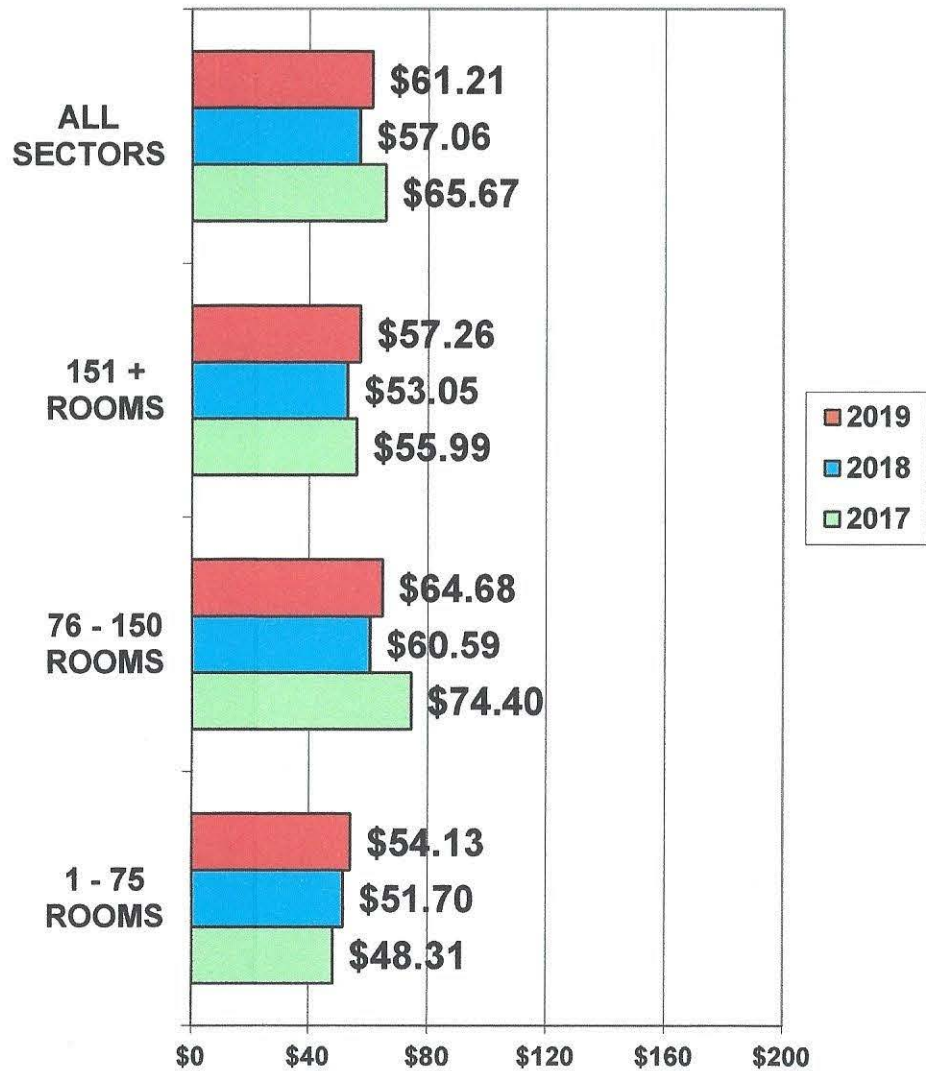
**VOLUSIA OCCUPANCY BY
PROPERTY SIZE -
NOVEMBER 2017 - 2019**



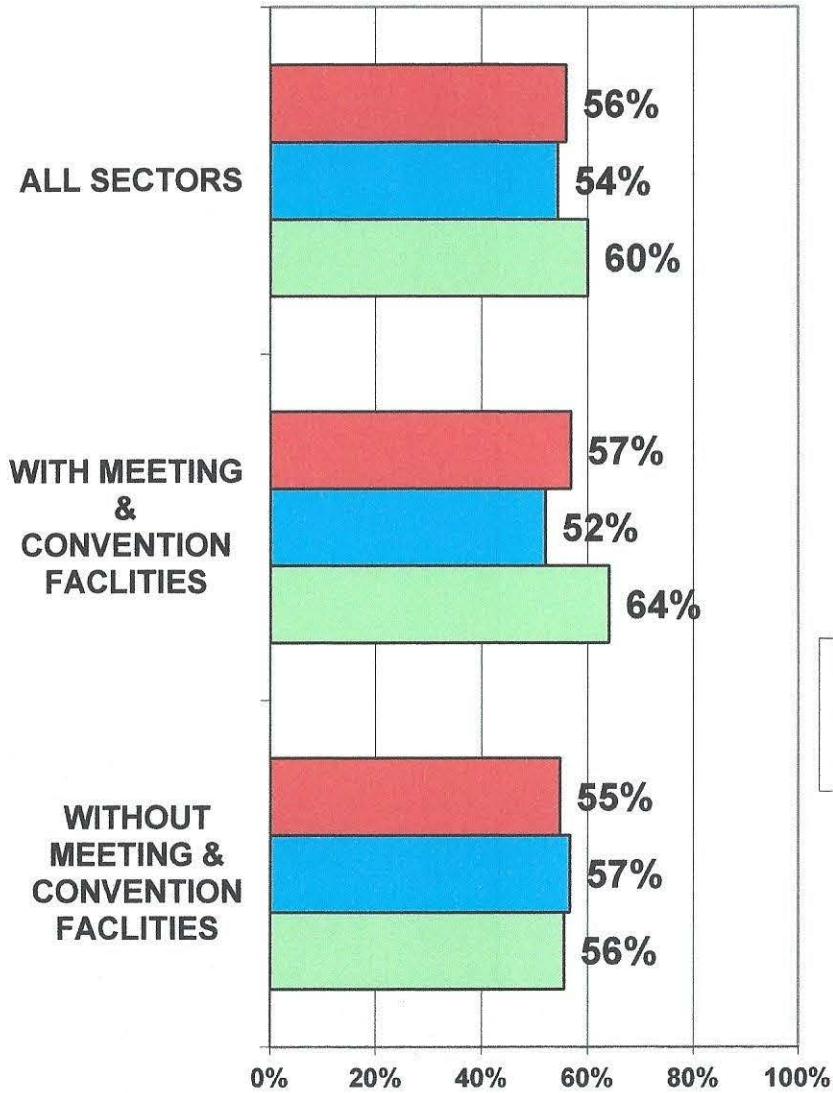
**VOLUSIA AVERAGE DAILY RATE BY
PROPERTY SIZE -
NOVEMBER 2017 - 2019**



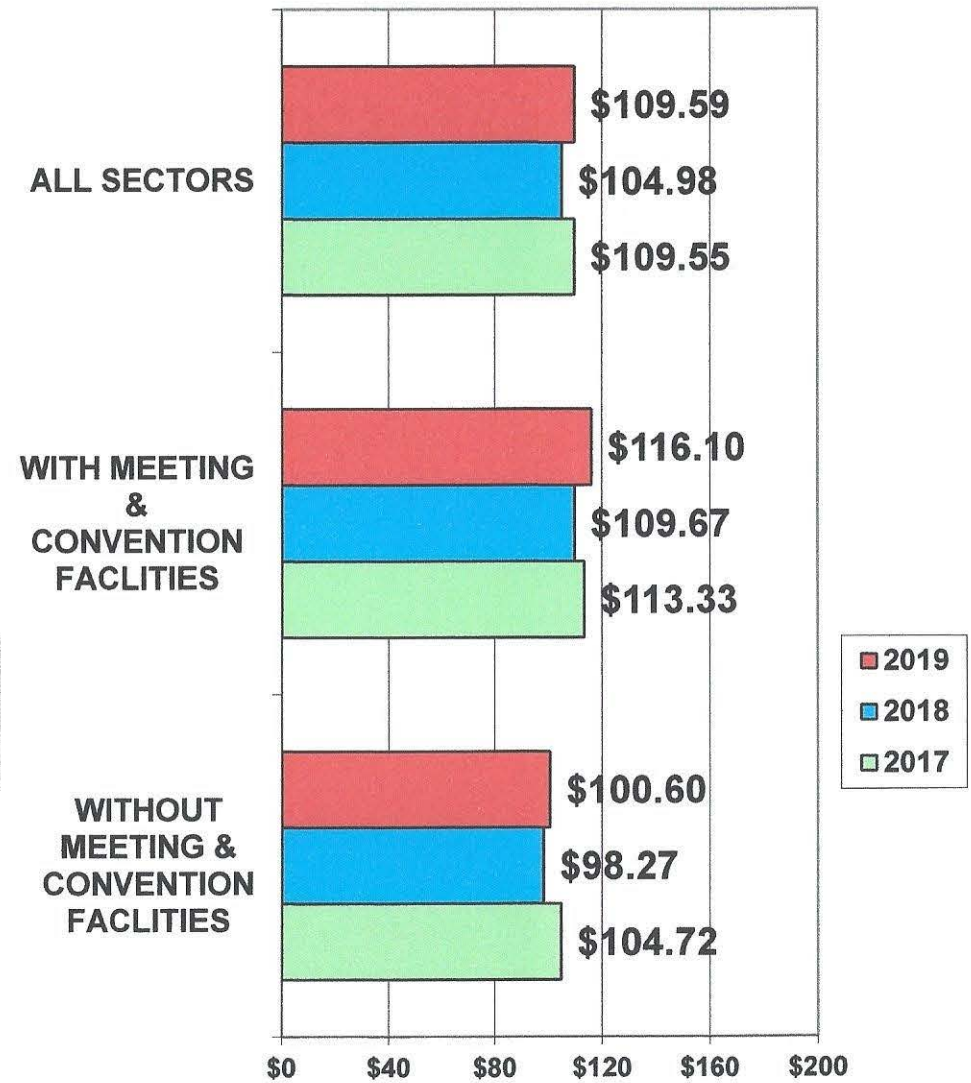
VOLUSIA REV PAR BY PROPERTY SIZE - NOVEMBER 2017 - 2019



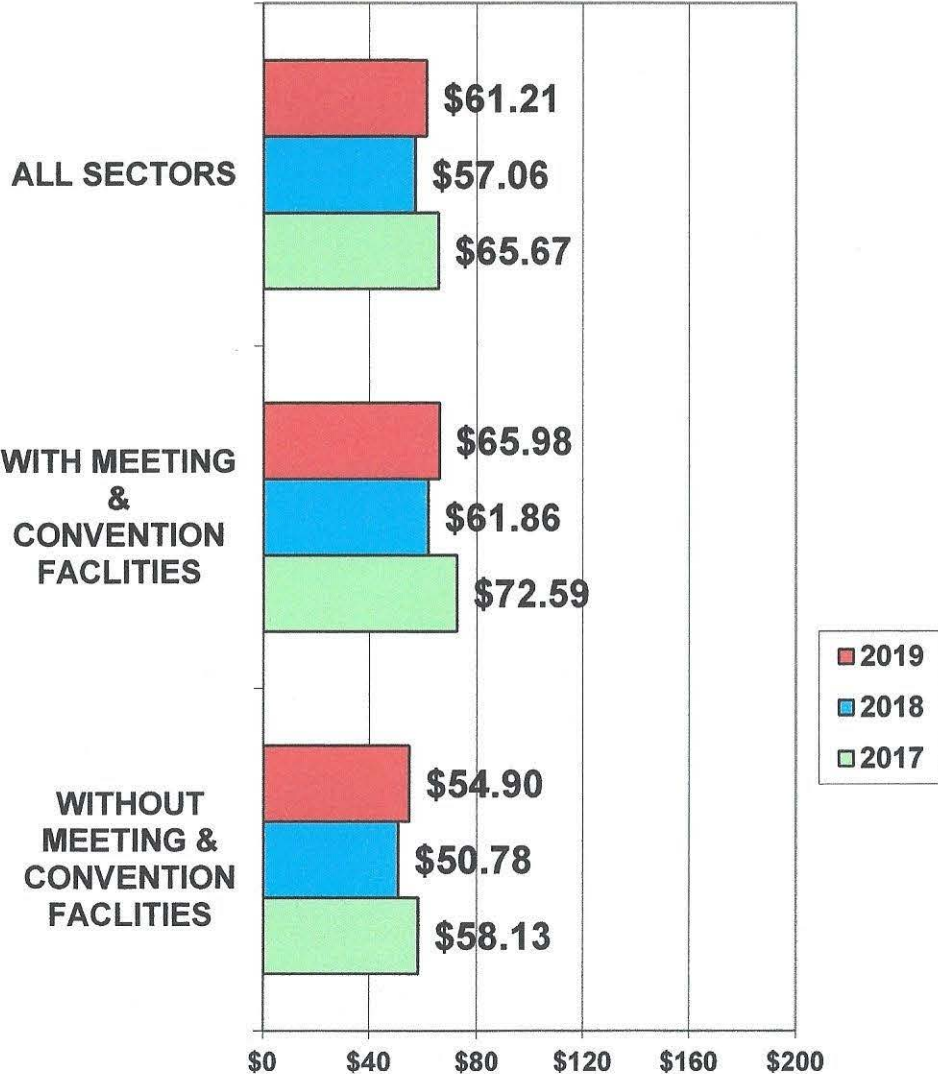
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - NOVEMBER 2017 - 2019



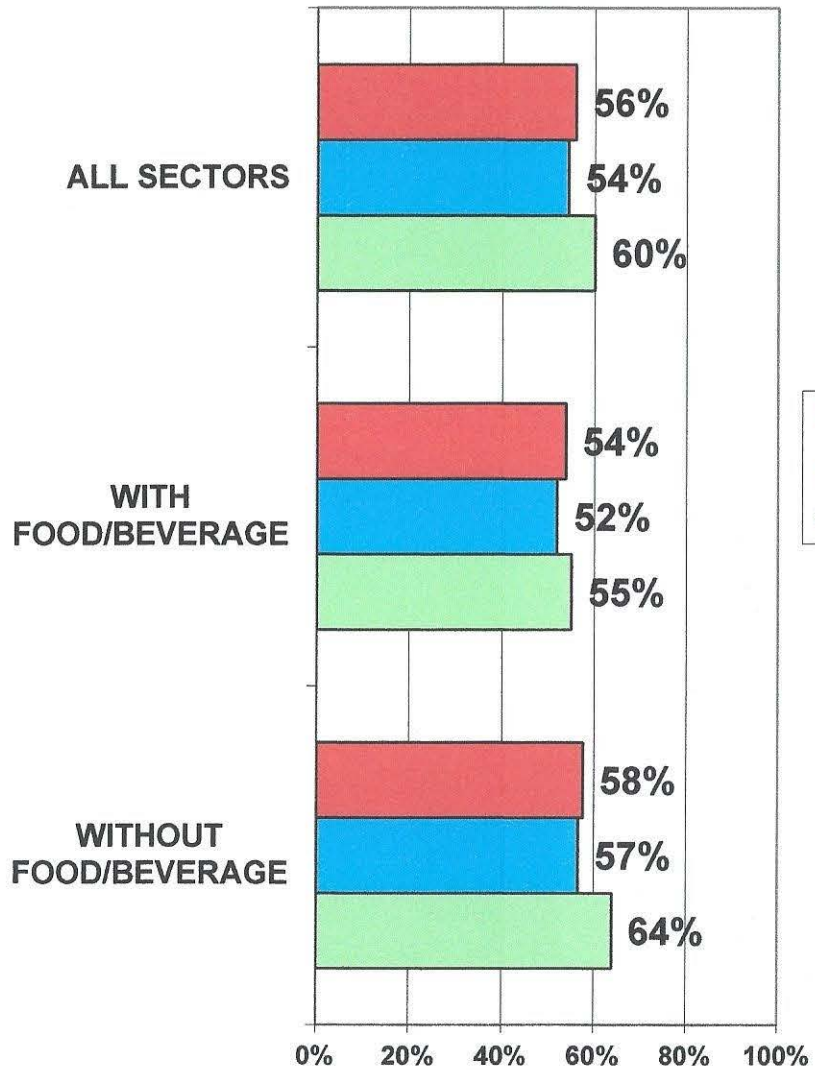
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - NOVEMBER 2017 - 2019



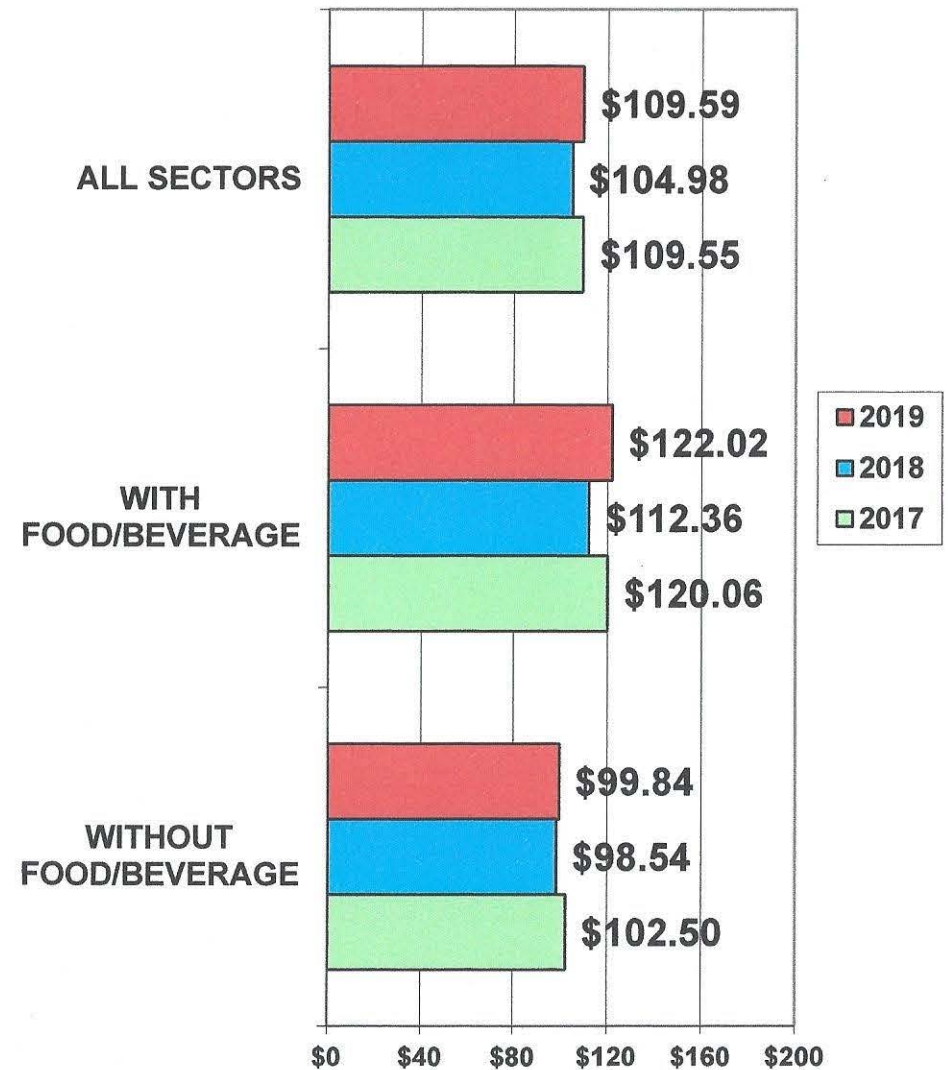
**VOLUSIA REV PAR
BY MEETING & CONVENTION
FACILITIES - NOVEMBER 2017 - 2019**



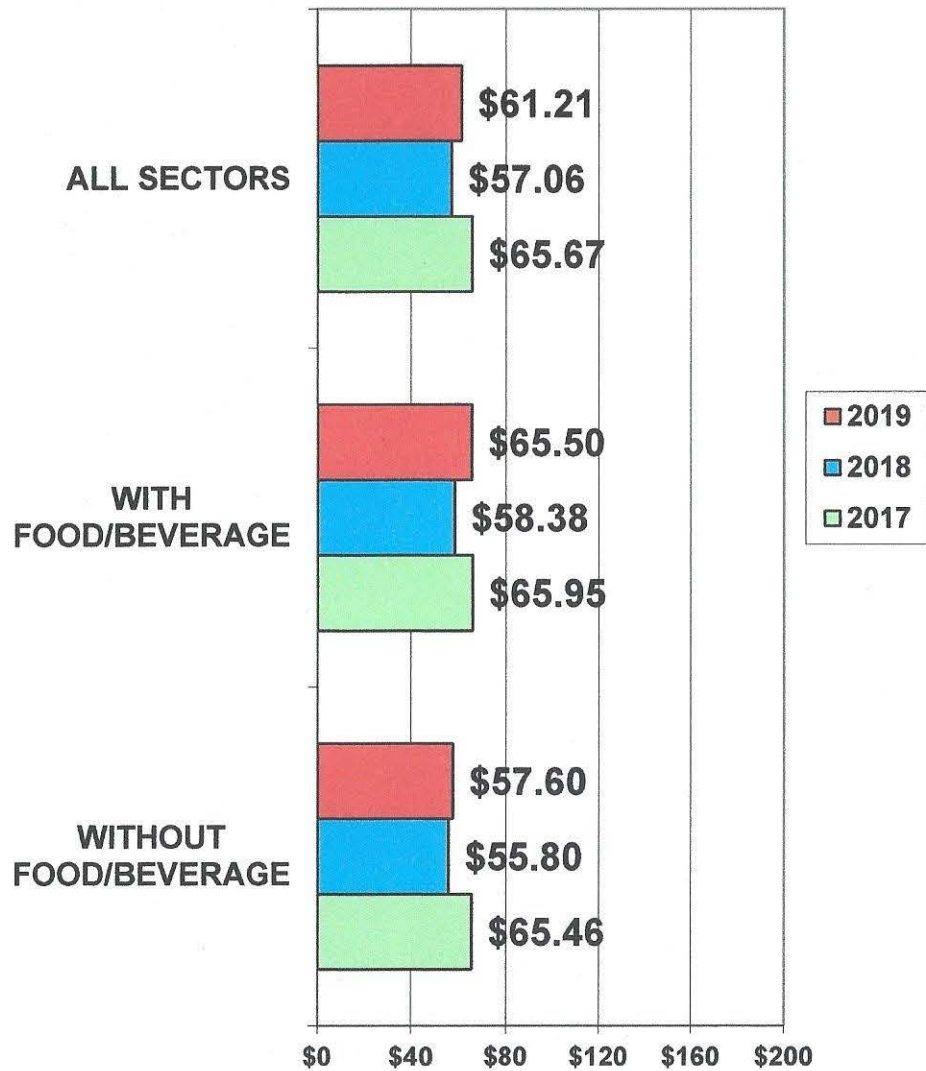
VOLUSIA OCCUPANCY BY FOOD/BEVERAGE - NOVEMBER 2017 - 2019



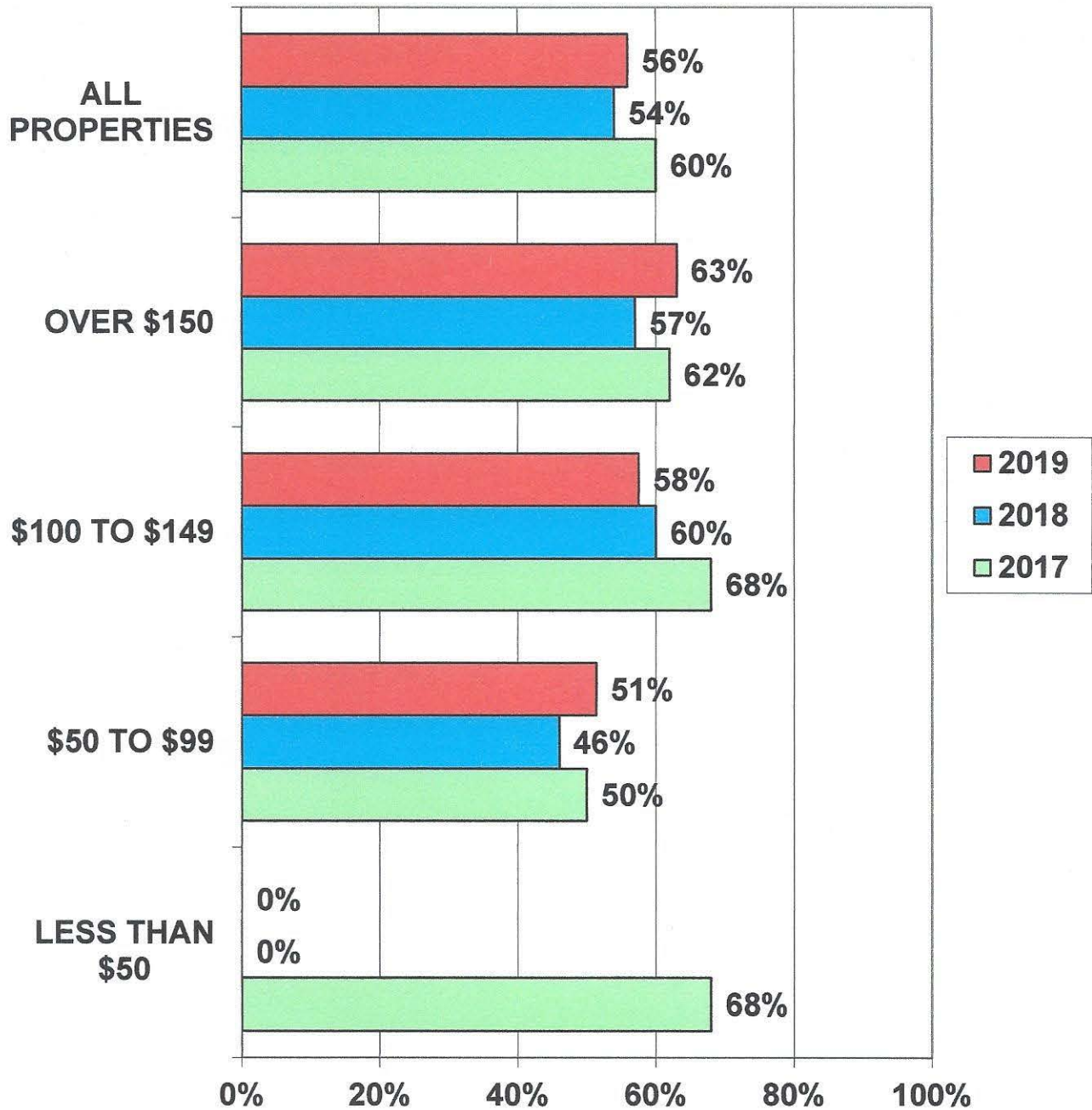
VOLUSIA AVERAGE DAILY RATE BY FOOD/BEVERAGE NOVEMBER 2017 - 2019



VOLUSIA REV PAR BY FOOD/BEVERAGE NOVEMBER 2017 - 2019

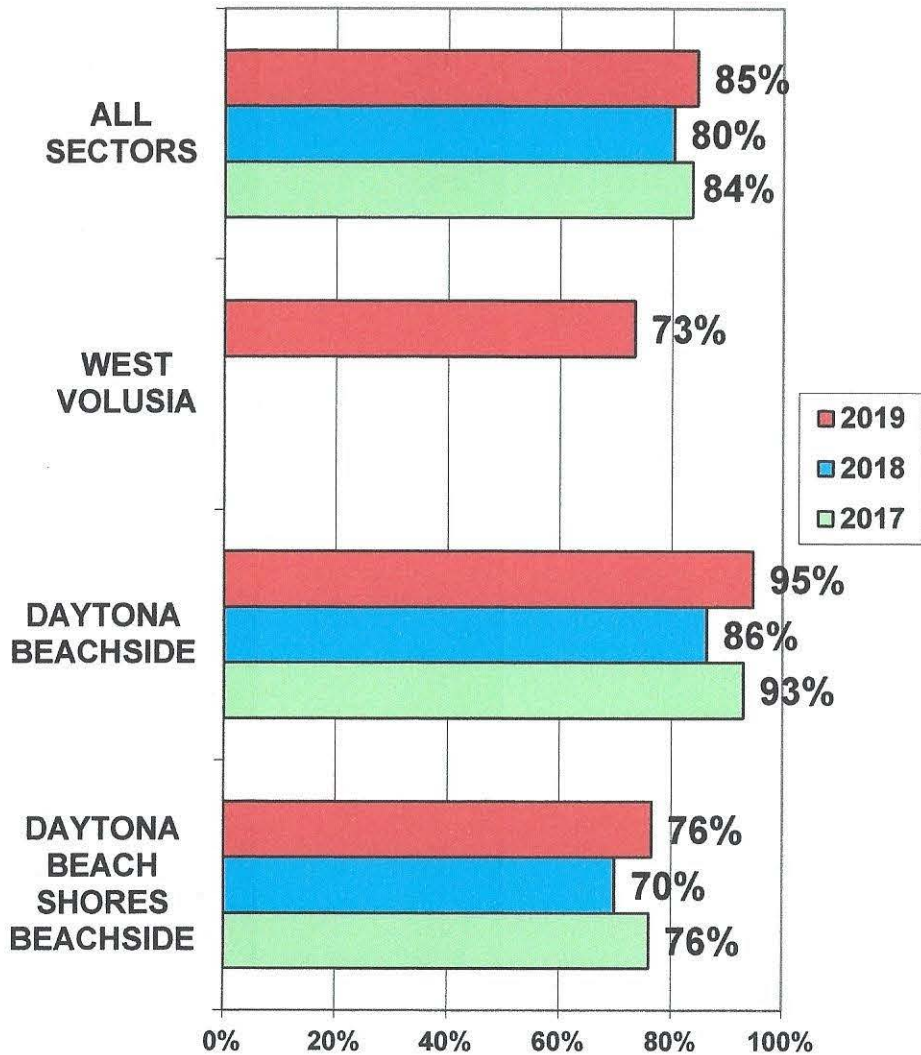


VOLUSIA HOTEL/MOTEL OCCUPANCY BY PRICE RANGE - NOVEMBER 2017 - 2019

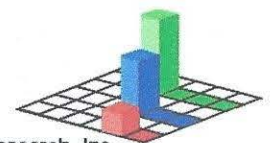
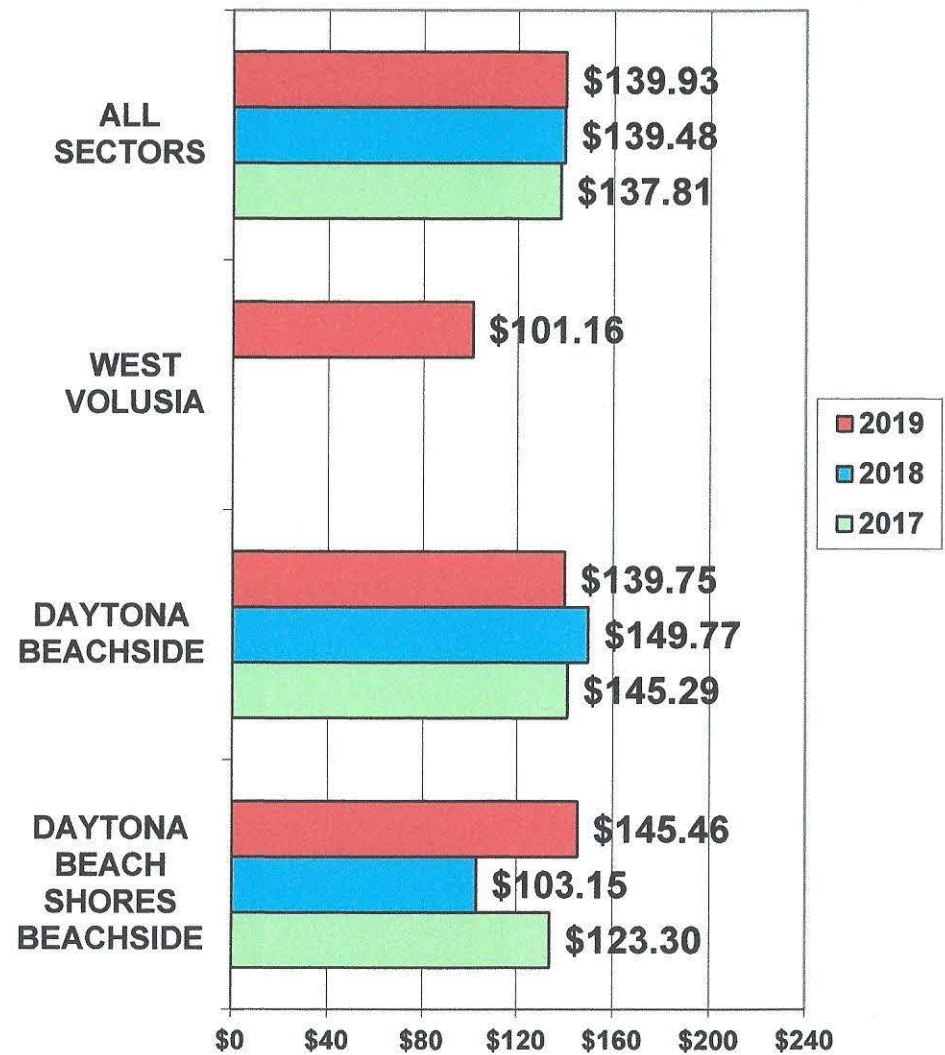


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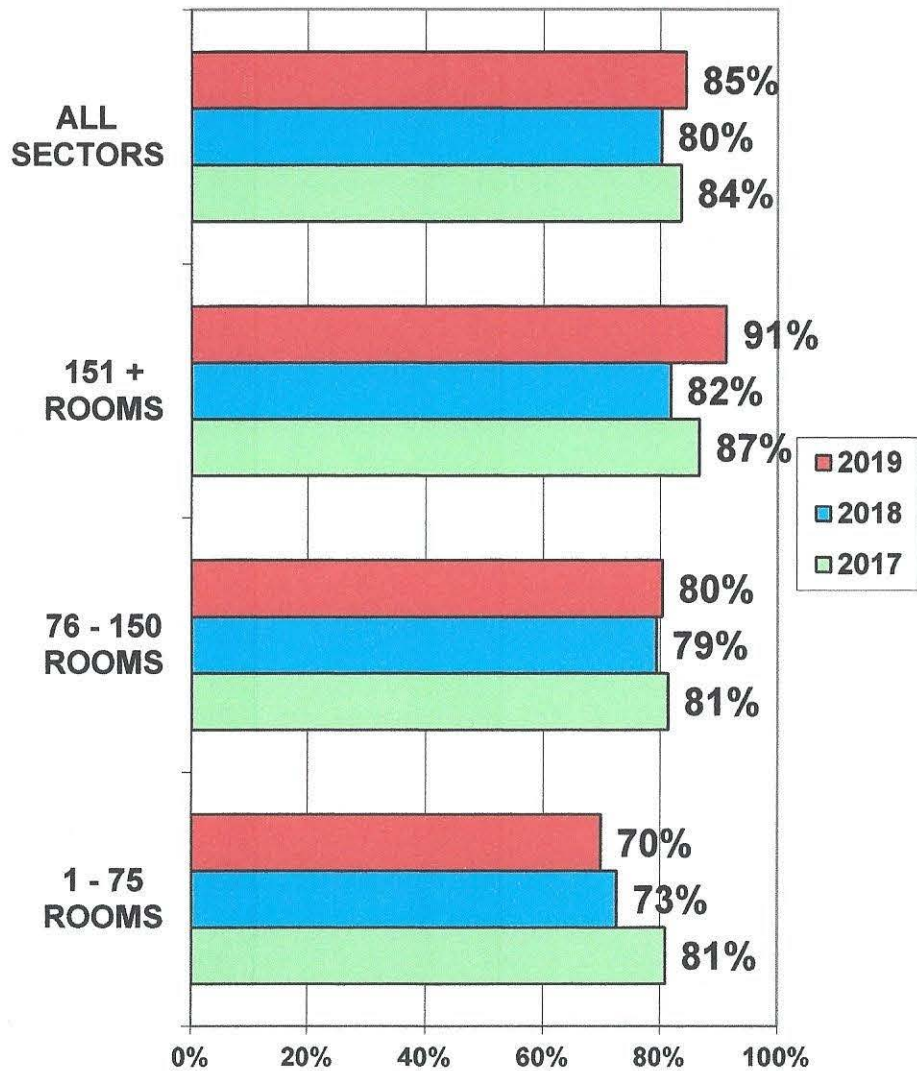
VOLUSIA OCCUPANCY BY AREA SECTORS - THANKSGIVING 2017 - 2019



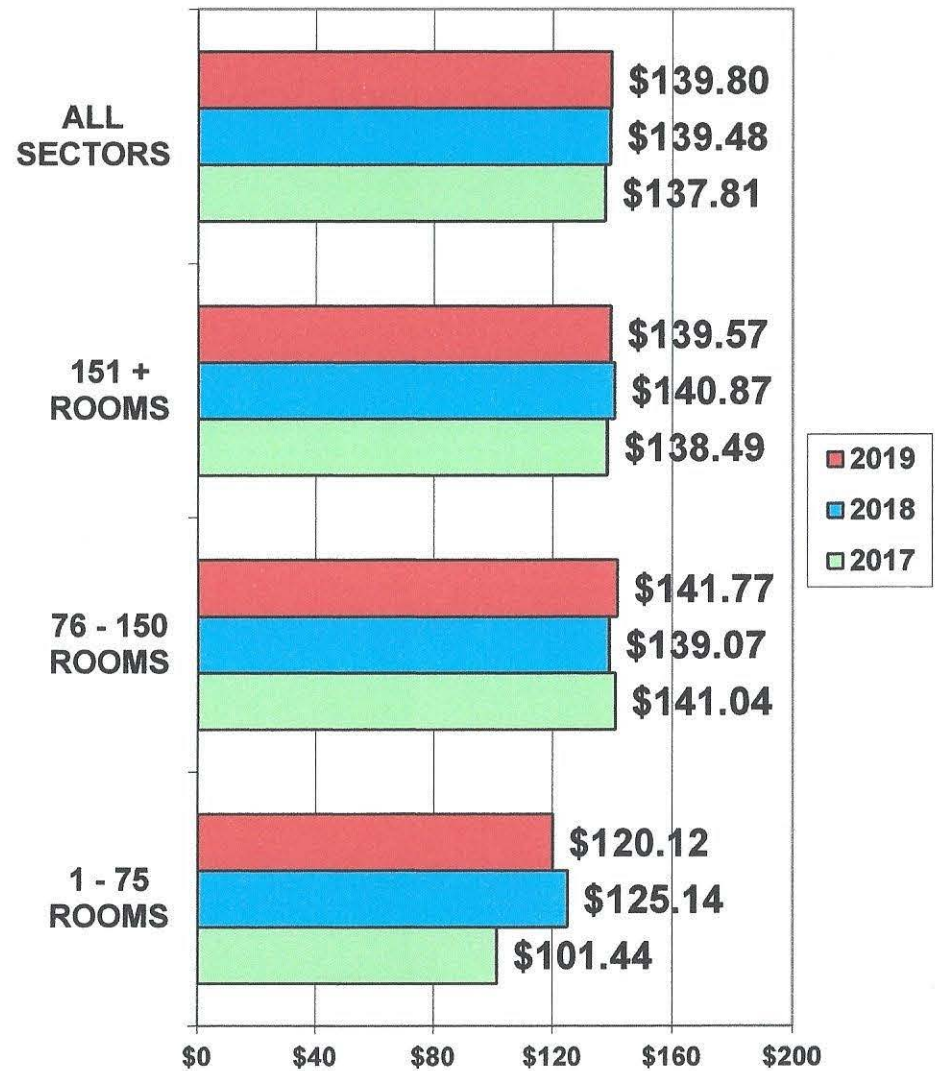
VOLUSIA AVERAGE DAILY RATE BY AREA SECTORS - THANKSGIVING 2017 - 2019



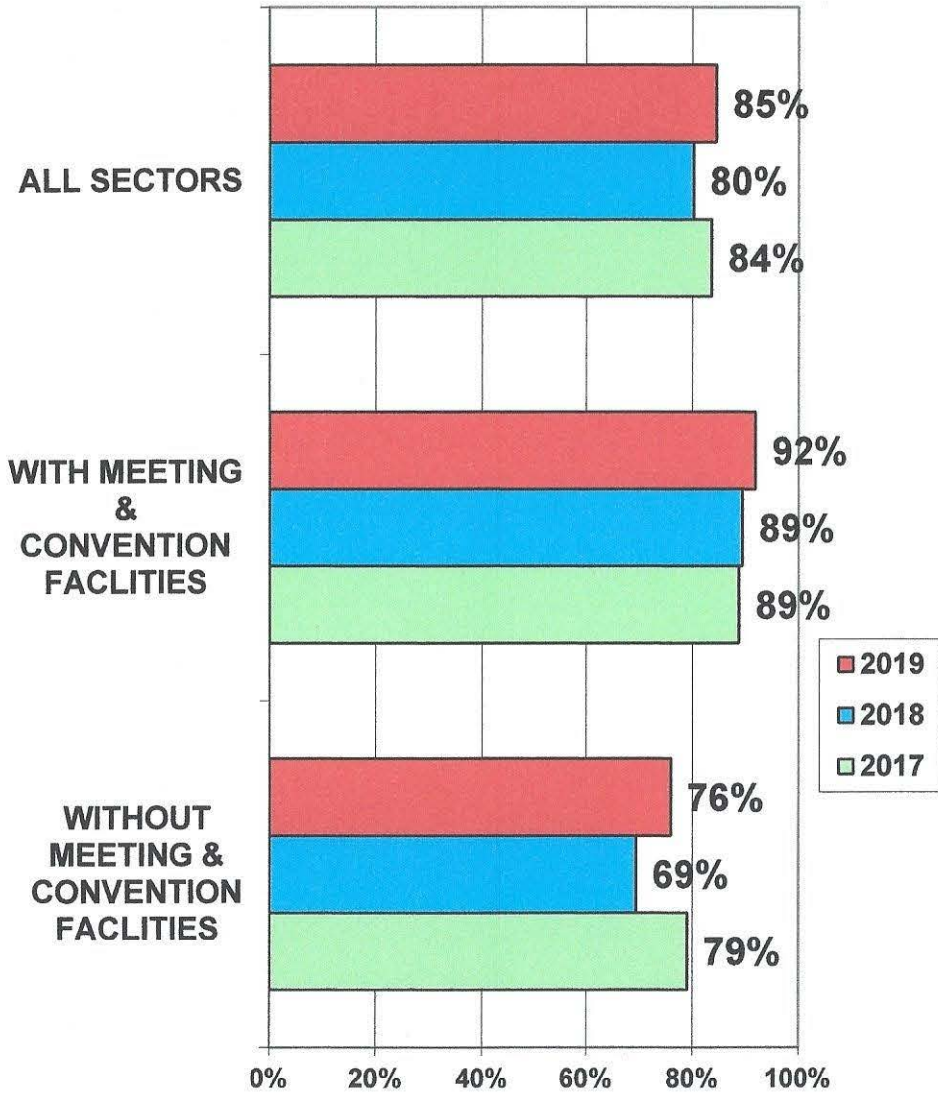
**VOLUSIA OCCUPANCY BY
PROPERTY SIZE -
THANKSGIVING 2017 - 2019**



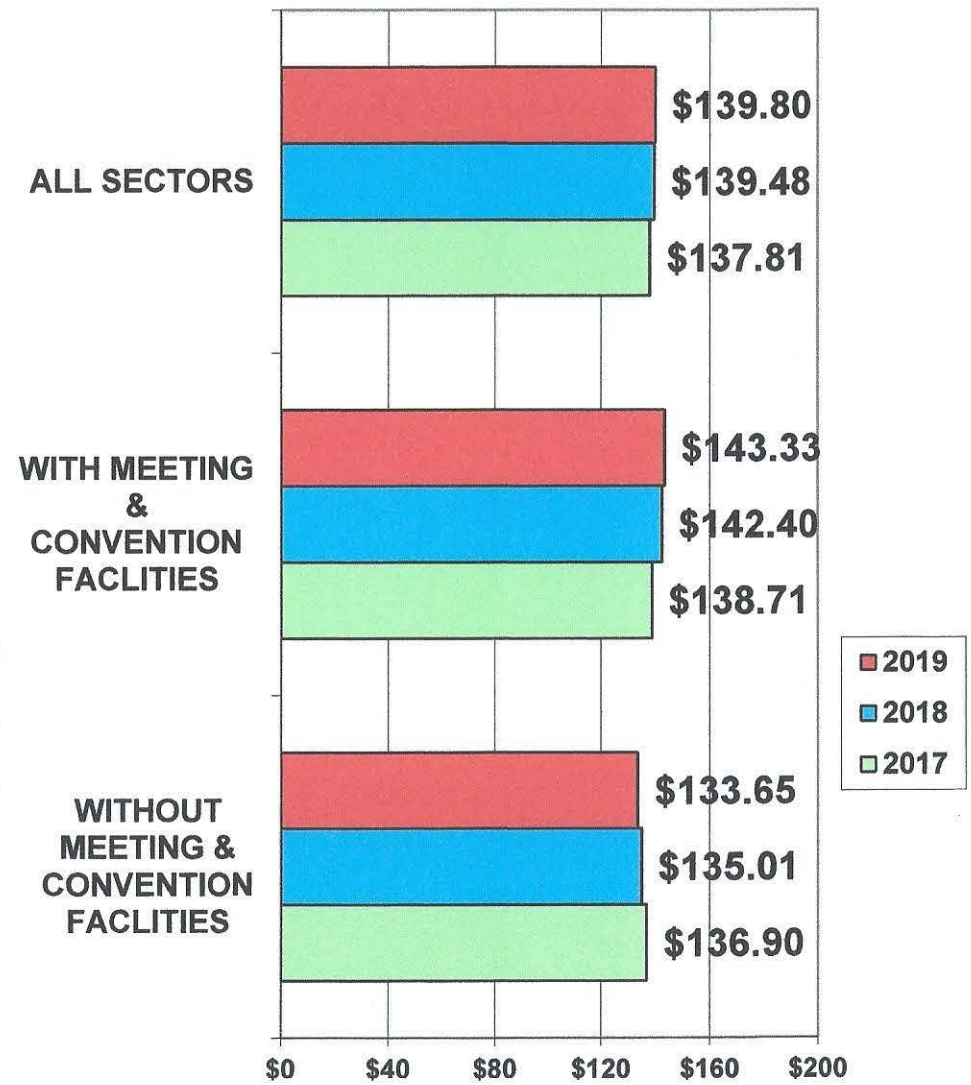
**VOLUSIA AVERAGE DAILY RATE BY
PROPERTY SIZE -
THANKSGIVING 2017 - 2019**



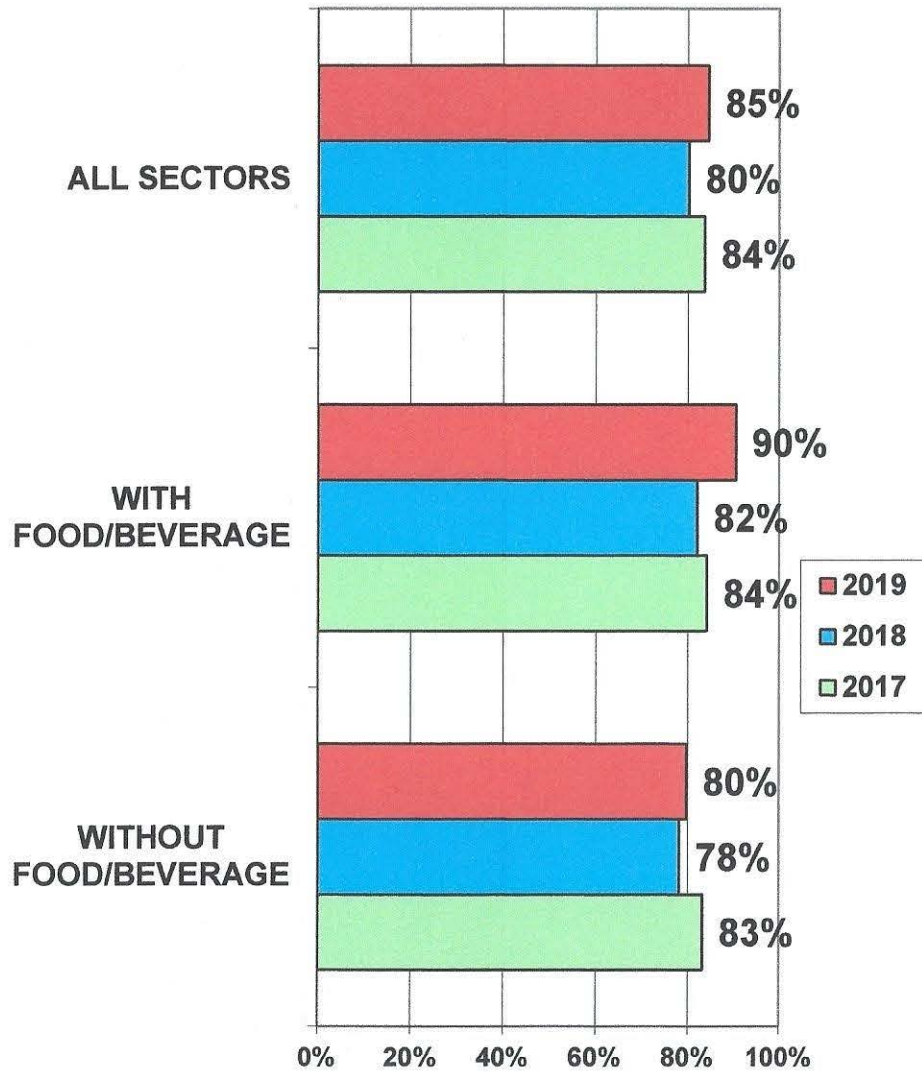
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - THANKSGIVING 2017 - 2019



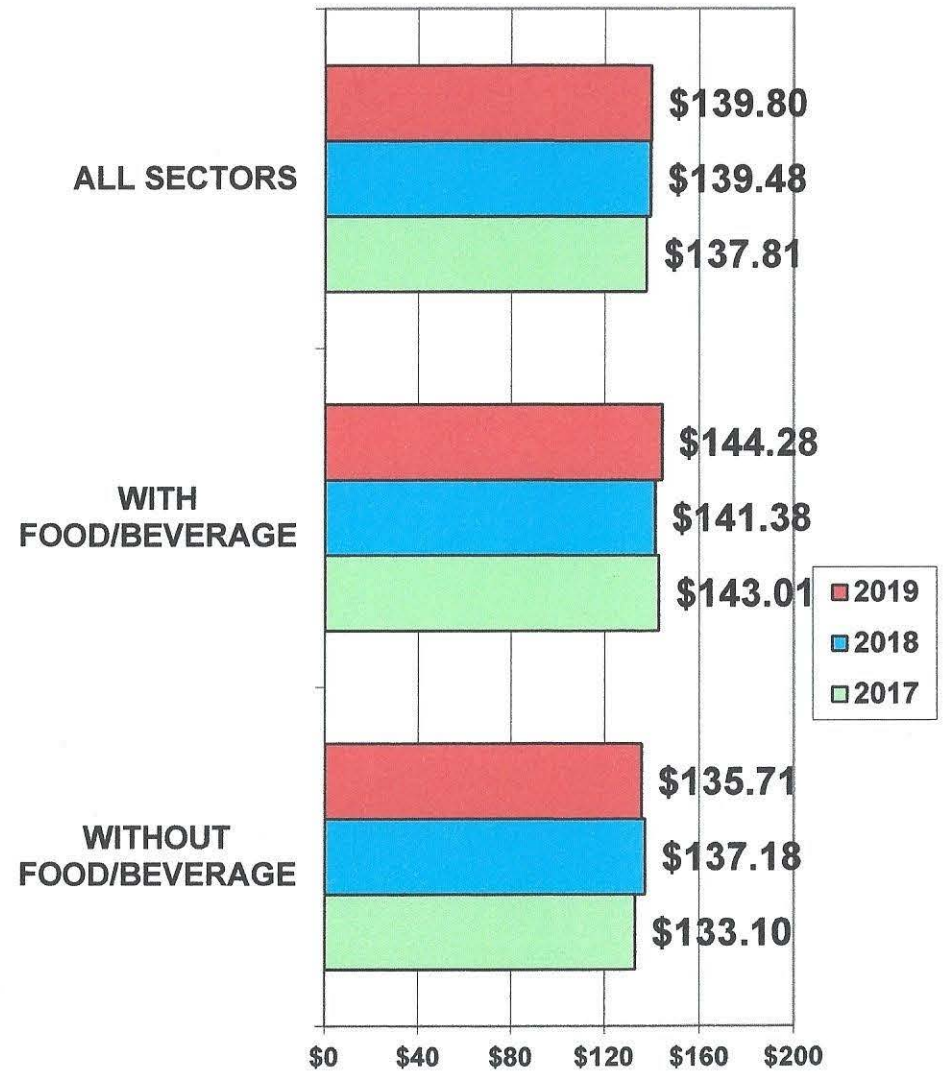
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - THANKSGIVING 2017 - 2019



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



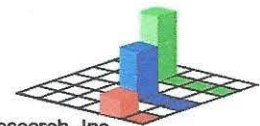
**VOLUSIA AVERAGE DAILY RATE BY
FOOD/BEVERAGE
THANKSGIVING 2017 - 2019**



**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>
DAYTONA BEACH SHORES BEACHSIDE													
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	
OCEAN COURT MOTEL	33	X	X	X	X	X	X	X	X	X	X	X	
OCEANSIDE INN	191	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	
RESIDENCE INN DAYTONA BEACH OCEANFRONT	105	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	
SUN VIKING LODGE	91	X	X	X	X	X	X	X	X	X	X	X	
DAYTONA BEACHSIDE													
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	
DAYTONA BEACH RESORT	303	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	
HILTON DAYTONA BEACH RESORT	742	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	
HOLIDAY INN & SUITES DAYTONA BEACH ON THE OCEAN	123	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	
NAUTILUS INN	90	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	
PLAZA RESORT & SPA	322	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>
ORMOND BEACHSIDE													
BEST WESTERN CASTILLO DEL SOL	147	X	X	X	X	X	X	X	X	X	X	X	X
CORAL SANDS OCEAN FRONT COVE ON ORMOND BEACH	102	X	X	X		X	X			X	X	X	
	112	X	X	X	X		X	X	X	X	X	X	
HIGHWAY I-95 INTERSECTIONS													
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	
LA QUINTA INN	143		X	X	X	X	X		X	X	X	X	
SLEEP INN	82	X	X	X	X	X	X	X	X	X	X	X	X
AIRPORT/SPEEDWAY DISTRICT													
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
WEST VOLUSIA													
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
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		
SE VOLUSIA													
BEST WESTERN HOTEL	101	X	X	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	X	X	X	X	X
HAMPTON INN	122	X	X	X			X						
INN ON THE AVENUE	6		X	X	X	X		X			X	X	
OCEAN TRILLIUM SUITES	32	X	X	X	X	X	X	X			X	X	
SPRINGHILL SUITES	114			X	X	X	X	X	X	X	X		

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

