

Memo

To: HAAA
From: Evelyn Fine
Date: December 5, 2019
Subject: October 2019 Occupancy & Average Daily Rate Report

Overall Daytona Beach Area Occupancy decreased about 6%, to 54% in October 2019 from 58% in October 2018.

The Daytona Beach Area Average Daily Rate decreased about 5%, to \$113.07 in October 2019 from \$118.66 in October 2018.

The Daytona Beach Area Revenue per Available Room decreased about 11%, to \$60.91 in October 2019 from \$68.22 in October 2018.

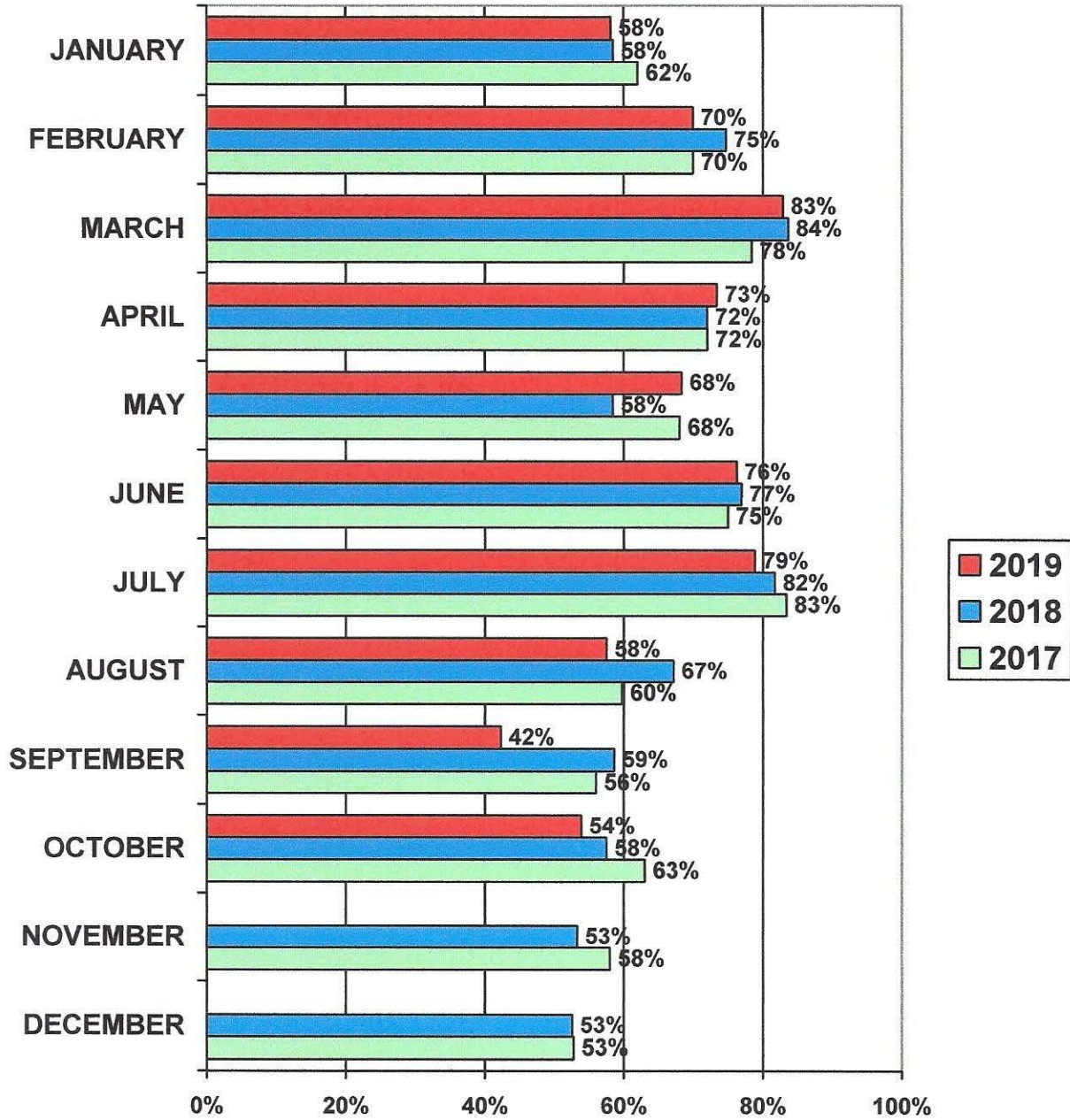
Poor weather had a negative impact during Biketoberfest.

EF/LK



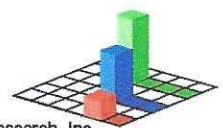
Mid-Florida Marketing & Research, Inc.

HALIFAX AREA HOTEL/MOTEL OCCUPANCY 2017 - 2019

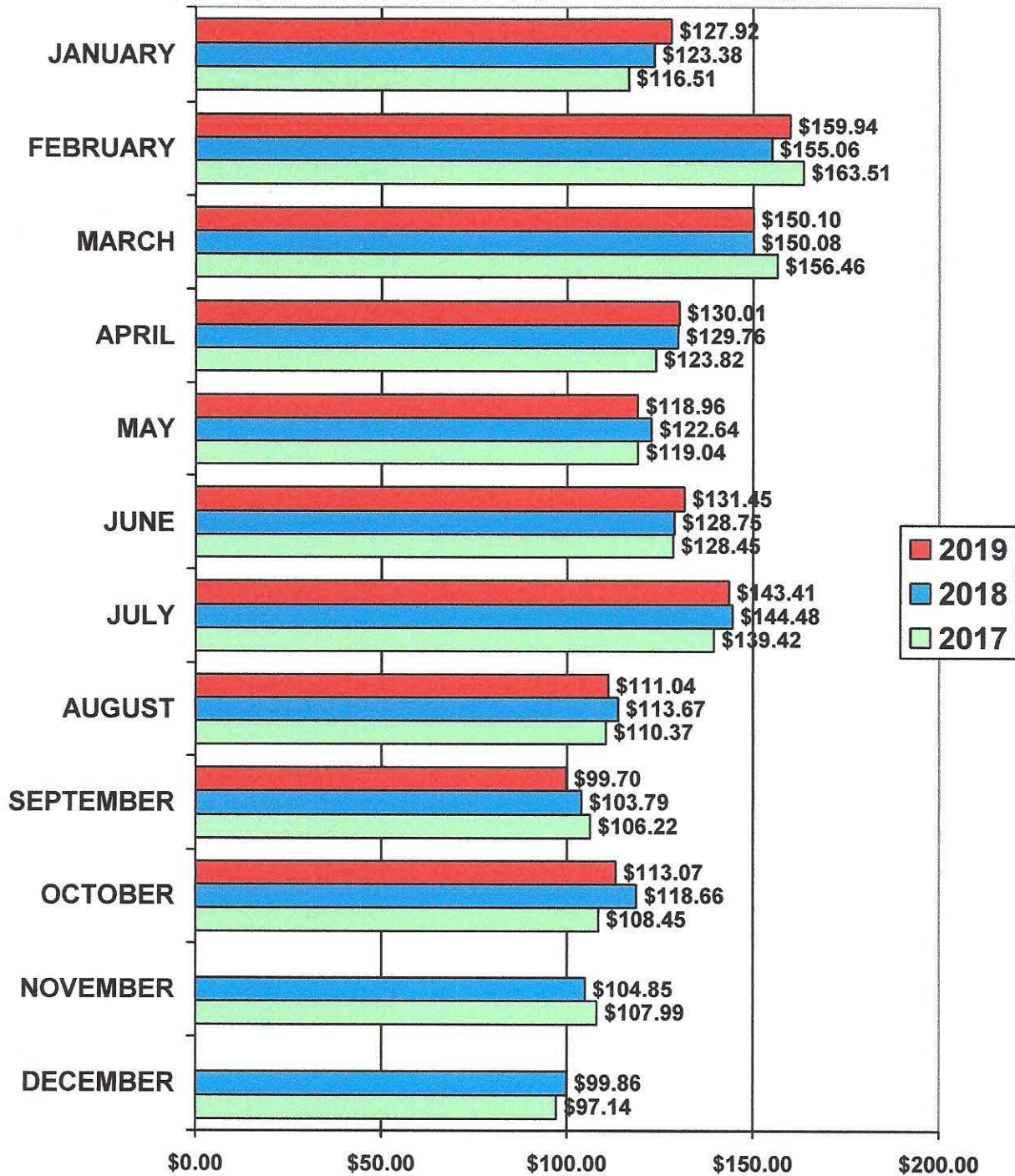


2019 YTD AVG. 66%
 2018 YTD AVG. 69%
 2017 YTD AVG. 69%

OCTOBER 2019 HIGH 88%
 OCTOBER 2019 LOW 24%



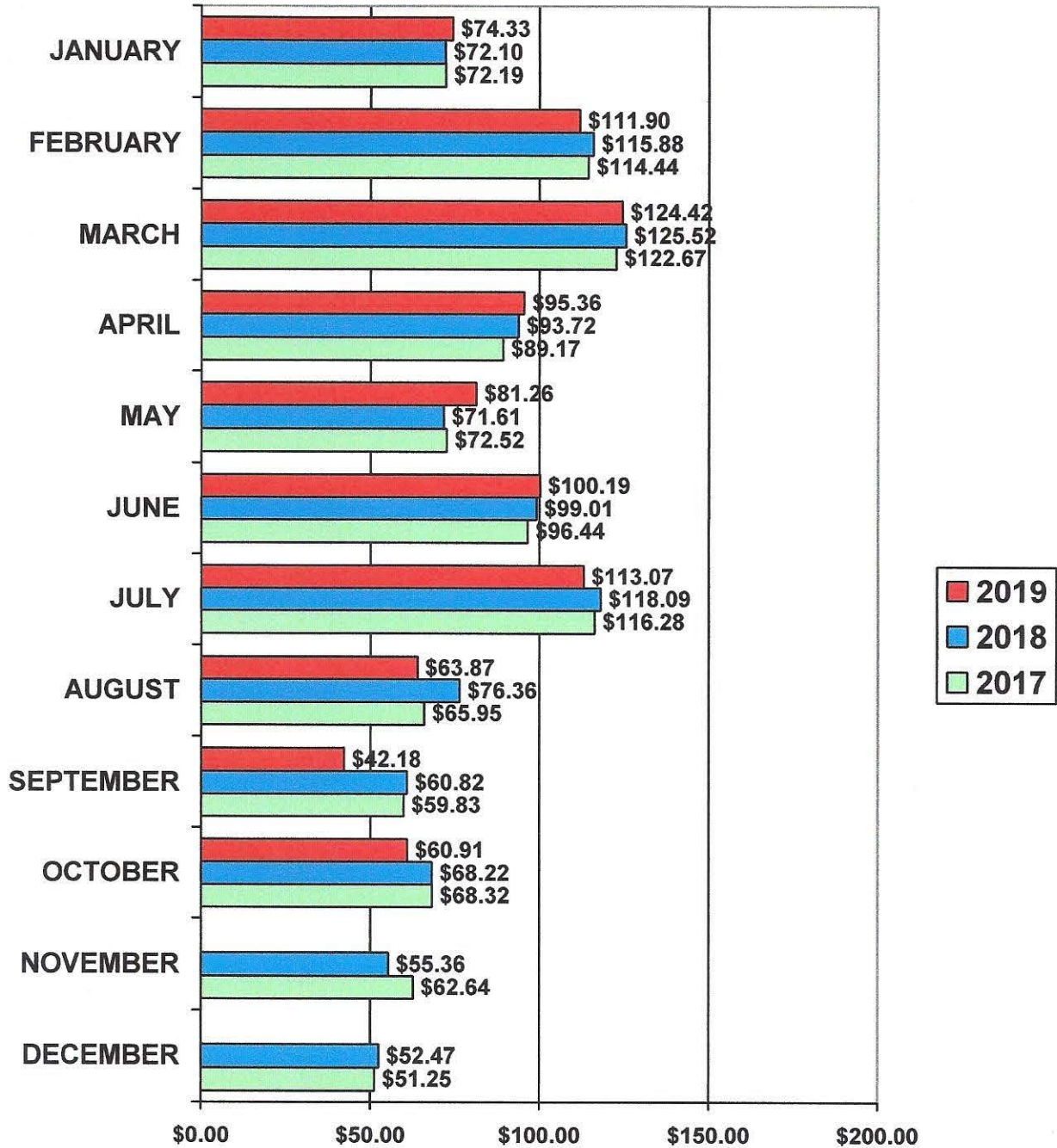
HALIFAX AREA HOTEL/MOTEL AVERAGE DAILY RATE 2017 - 2019



2019 YTD AVG. \$131.23 OCTOBER 2019 HIGH \$ 167.22
 2018 YTD AVG. \$131.19 OCTOBER 2019 LOW \$ 66.65
 2017 YTD AVG. \$128.44



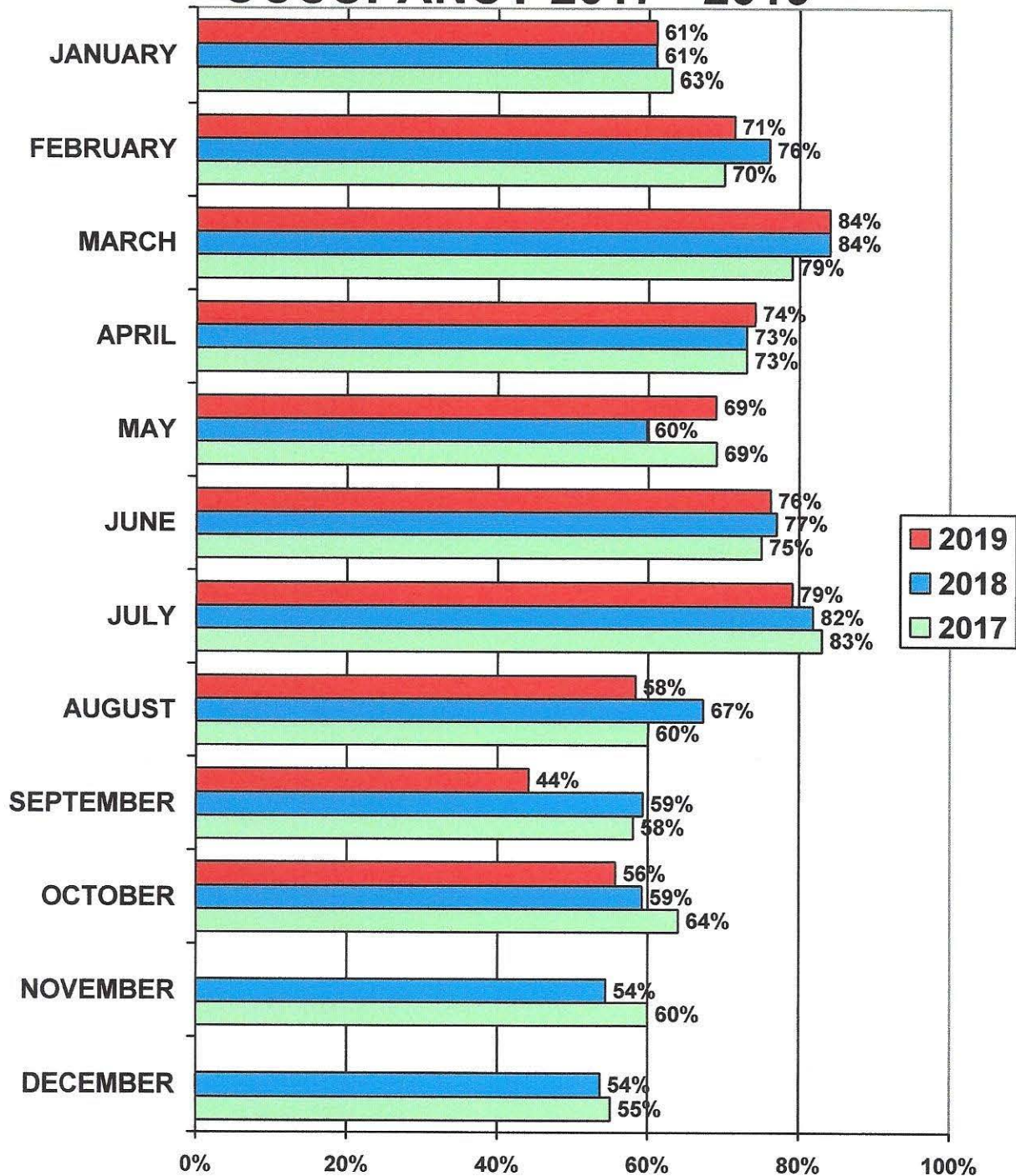
HALIFAX AREA HOTEL/MOTEL REV PAR BY MONTH 2017 - 2019



2019 YTD AVG. \$ 87.11
 2018 YTD AVG. \$ 90.74
 2017 YTD AVG. \$ 87.36



VOLUSIA HOTEL/MOTEL OCCUPANCY 2017 - 2019

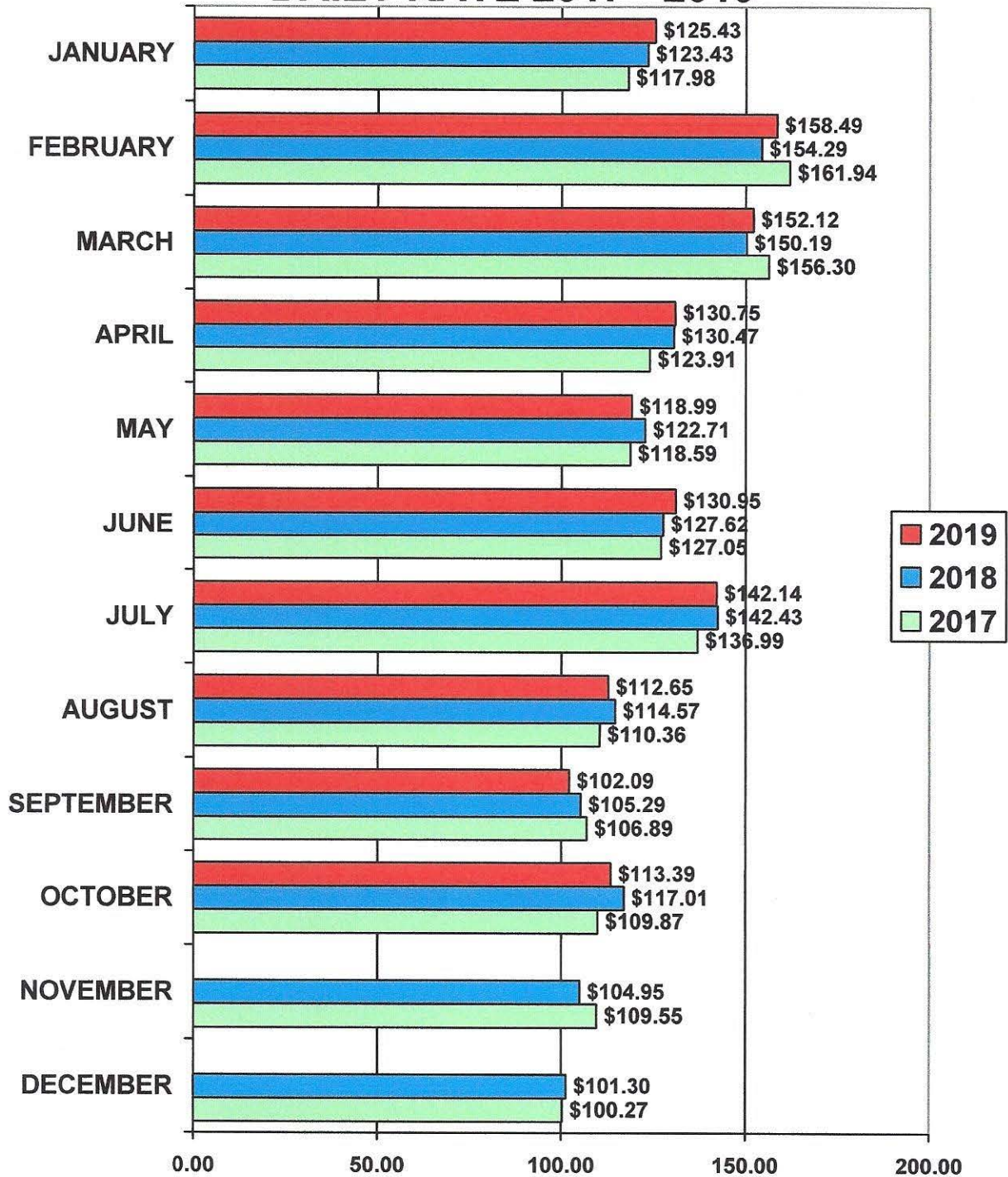


2019 YTD AVG. 67%
2018 YTD AVG. 70%
2017 YTD AVG. 69%

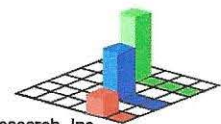
OCTOBER 2019 HIGH 88%
OCTOBER 2019 LOW 24%



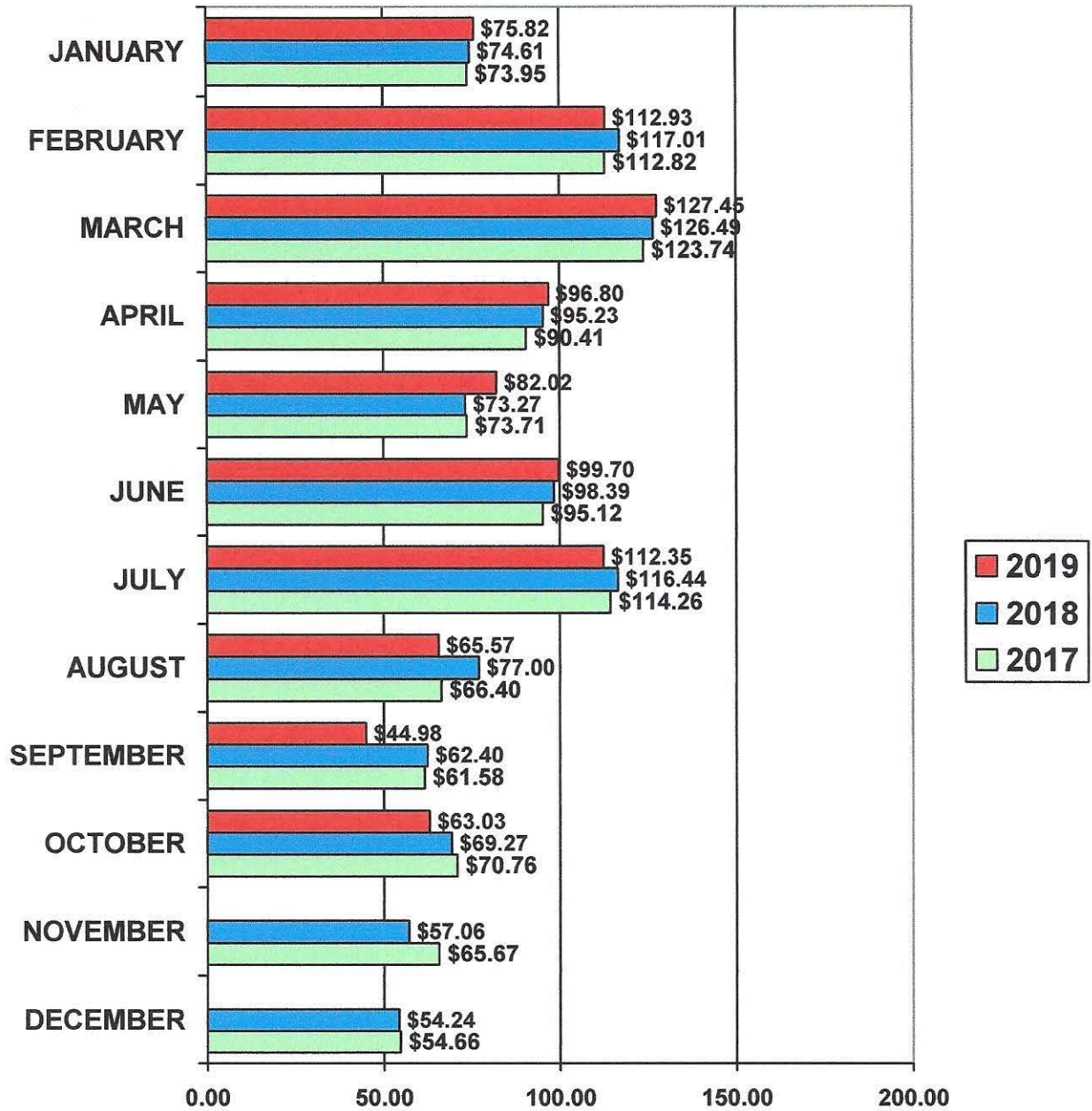
VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2017 - 2019



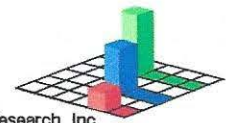
2019 YTD AVG. \$131.22 OCTOBER 2019 HIGH \$ 231.88
 2018 YTD AVG. \$130.80 OCTOBER 2019 LOW \$ 66.65
 2017 YTD AVG. \$128.02



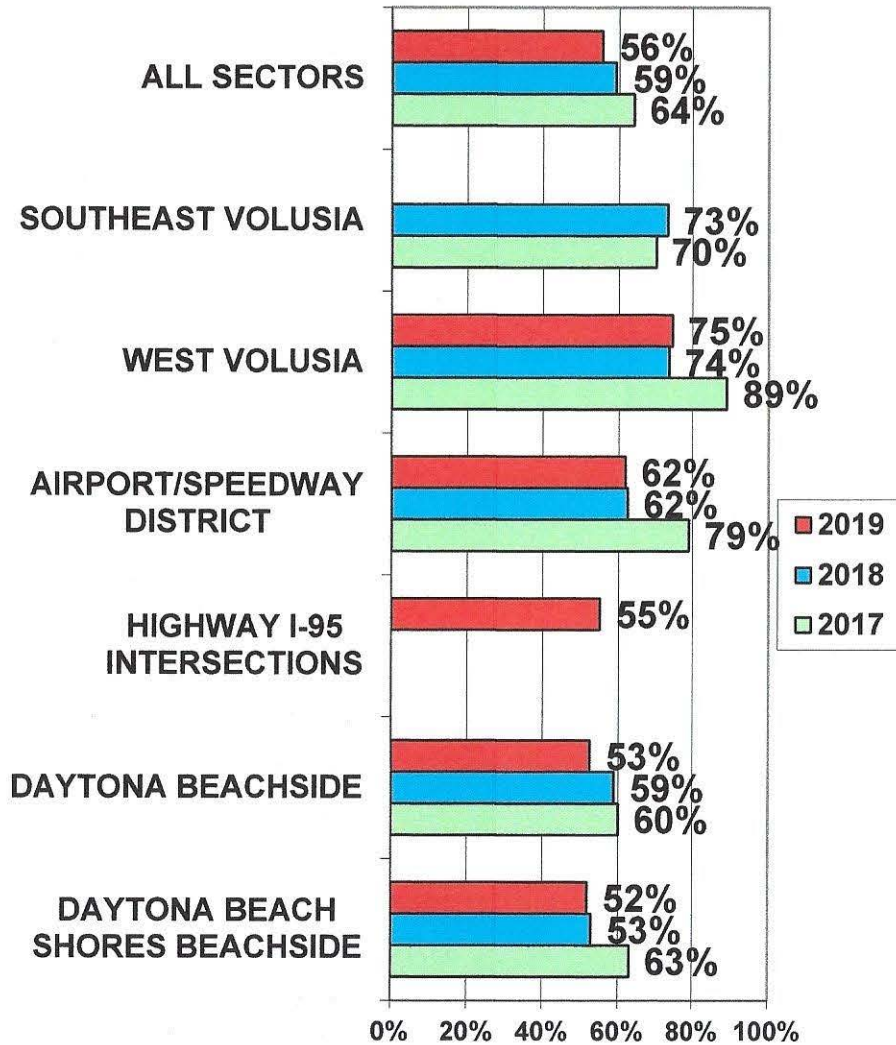
VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2017 - 2019



2019 YTD AVG. \$ 88.39
2018 YTD AVG. \$ 91.53
2017 YTD AVG. \$ 87.93

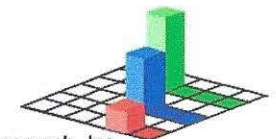
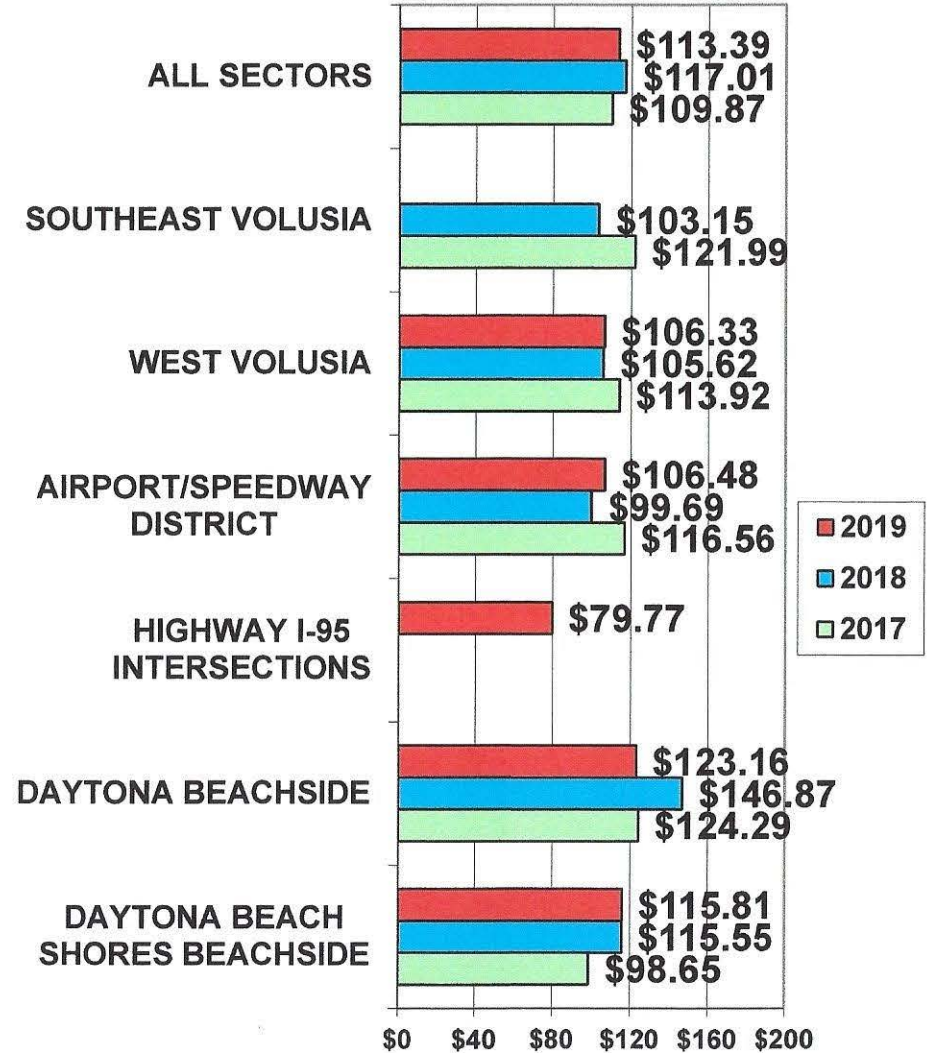


VOLUSIA OCCUPANCY BY AREA SECTORS - OCTOBER 2017 - 2019

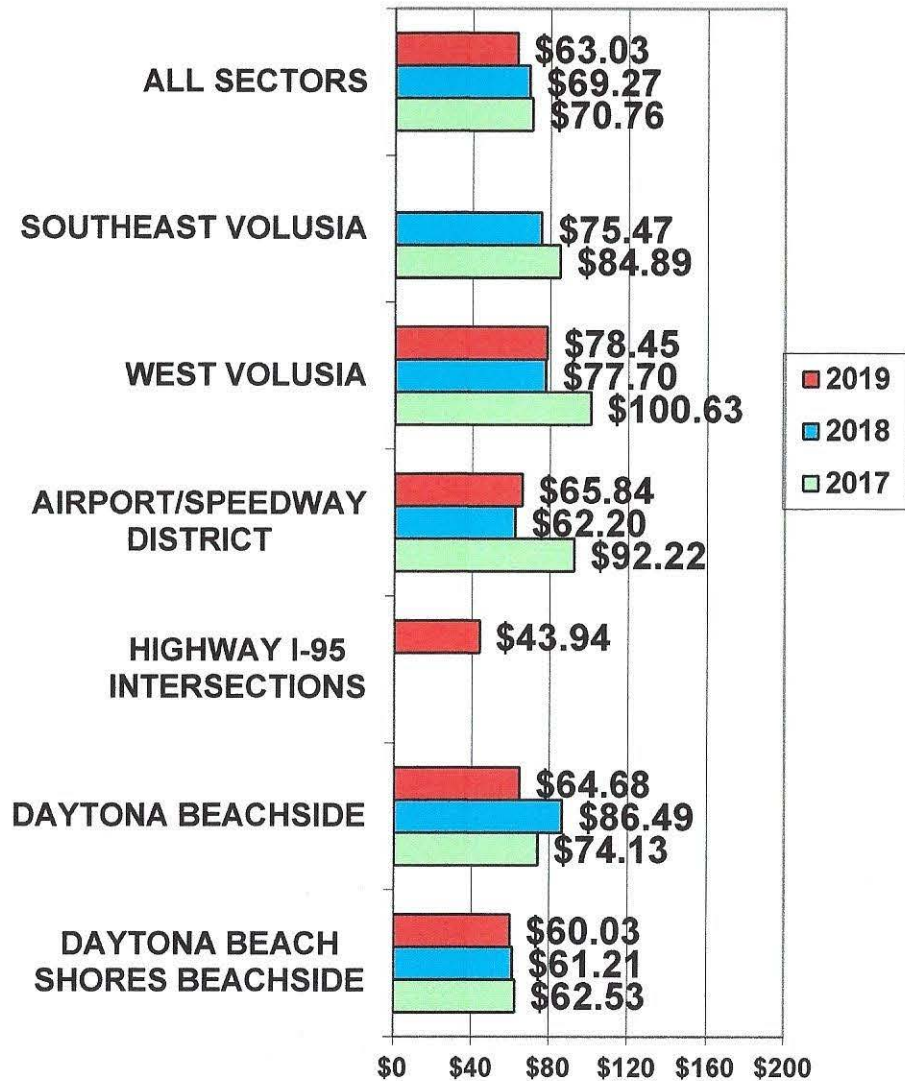


AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.

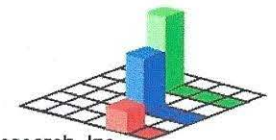
VOLUSIA AVERAGE DAILY RATE BY AREA SECTORS - OCTOBER 2017 - 2019



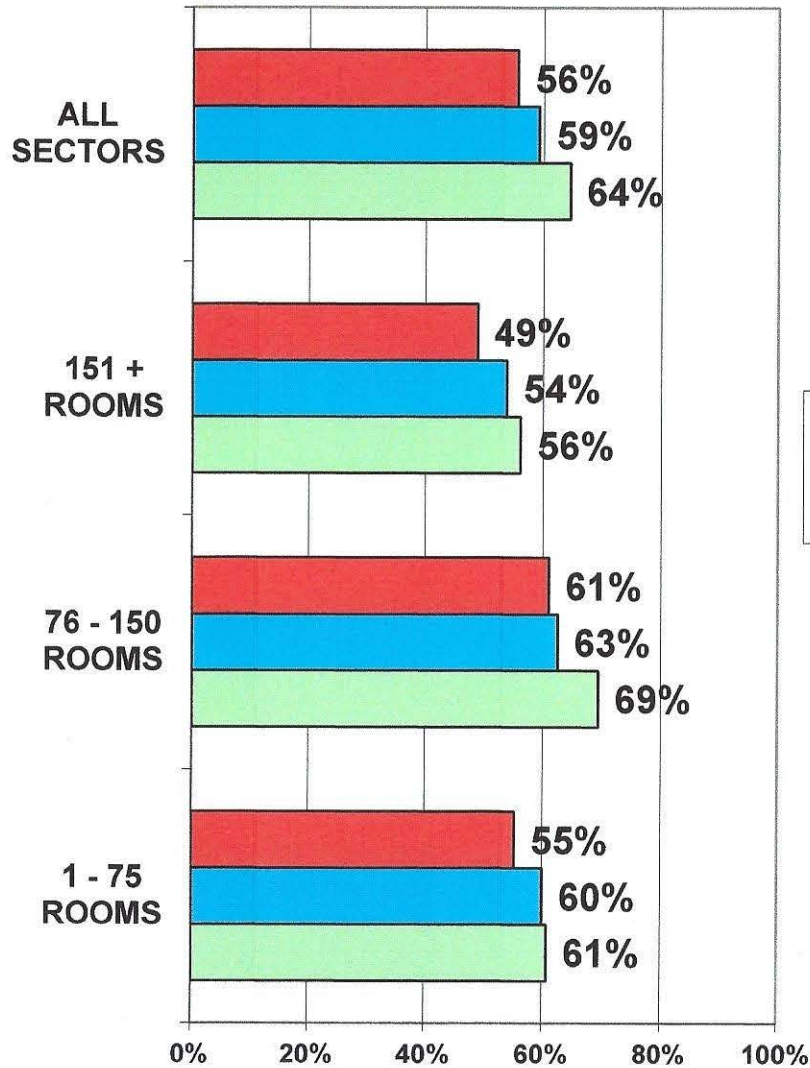
VOLUSIA REV PAR BY AREA SECTORS - OCTOBER 2017 - 2019



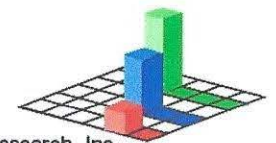
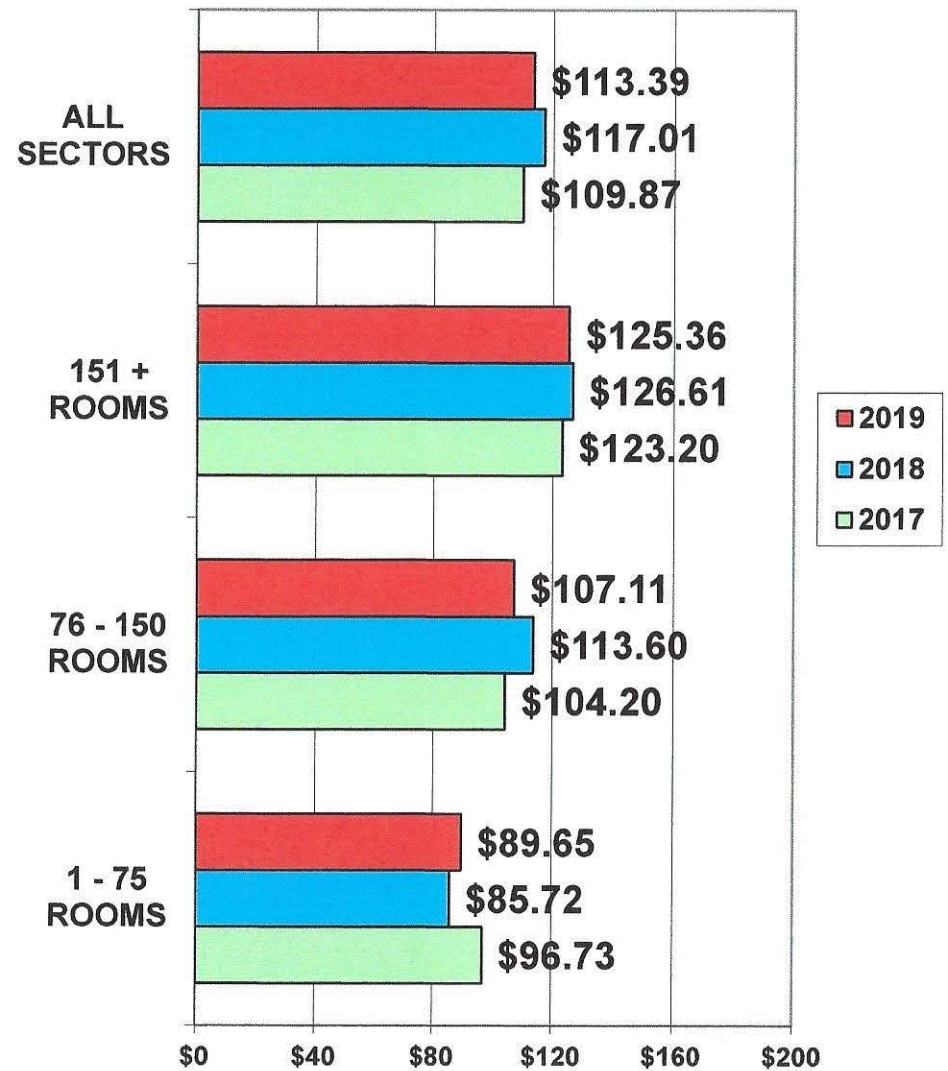
AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.



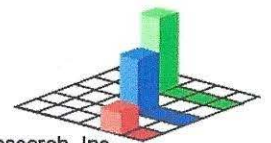
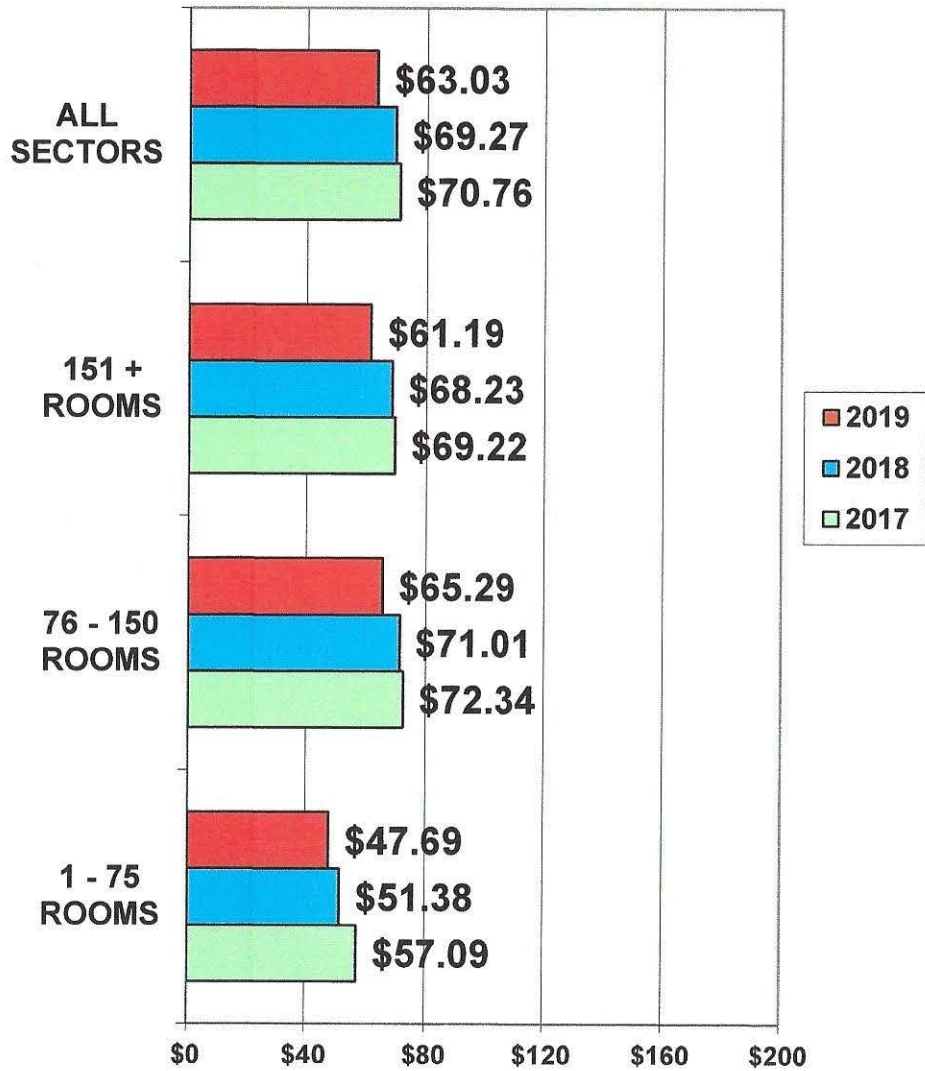
**VOLUSIA OCCUPANCY BY
PROPERTY SIZE -
OCTOBER 2017 - 2019**



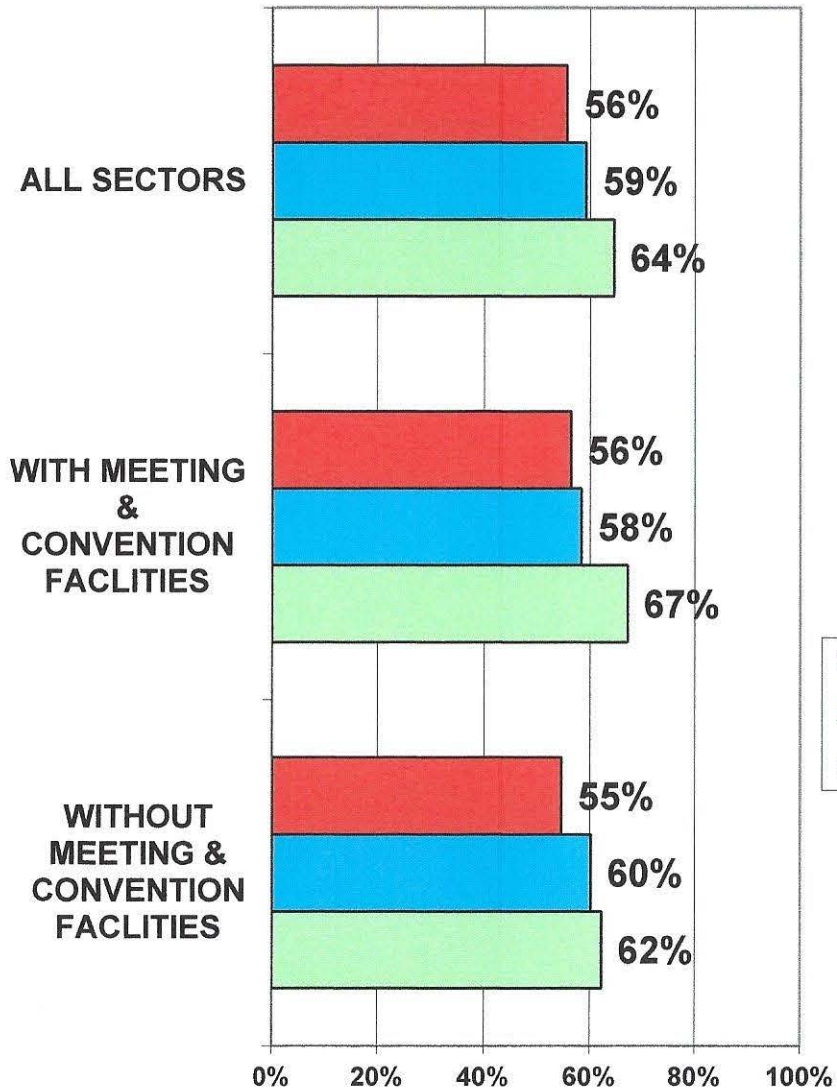
**VOLUSIA AVERAGE DAILY RATE BY
PROPERTY SIZE -
OCTOBER 2017 - 2019**



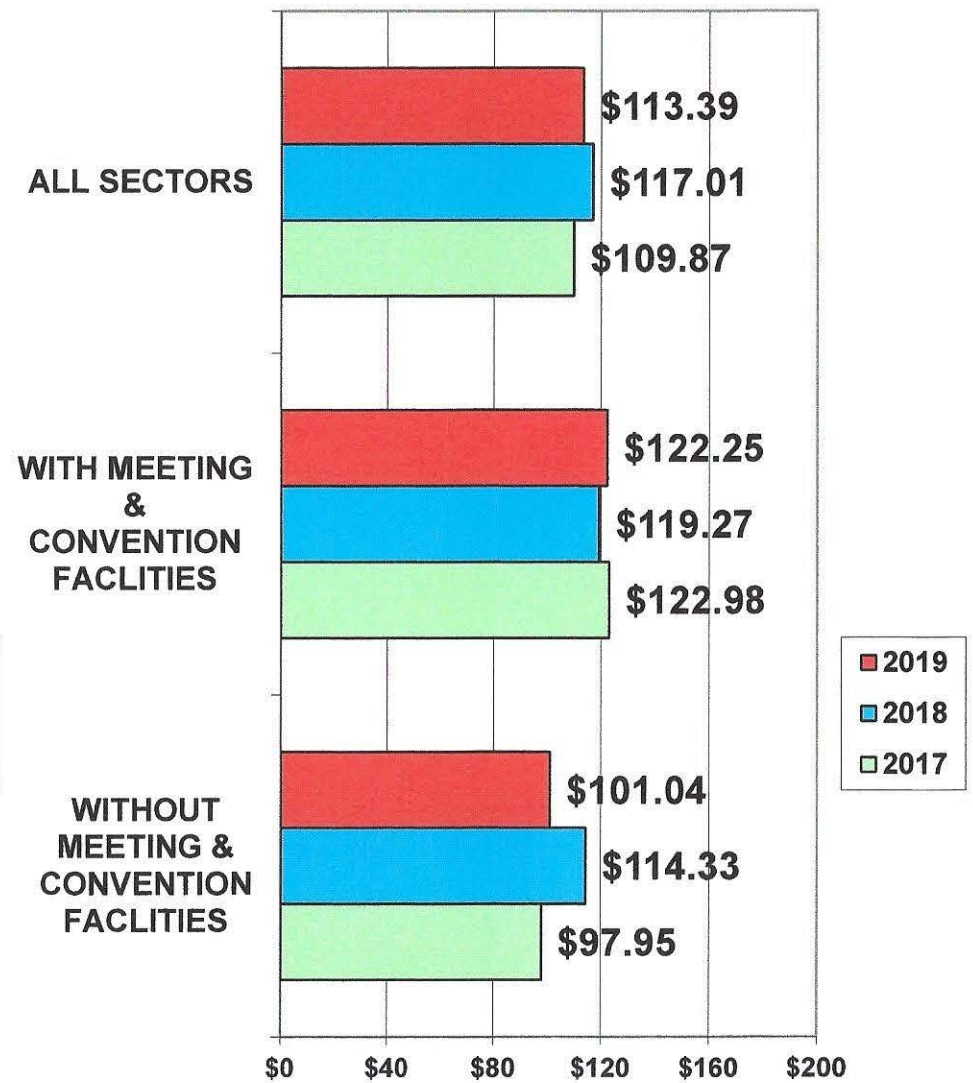
VOLUSIA REV PAR BY PROPERTY SIZE - OCTOBER 2017 - 2019



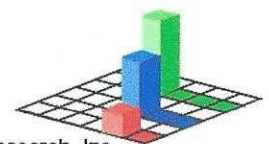
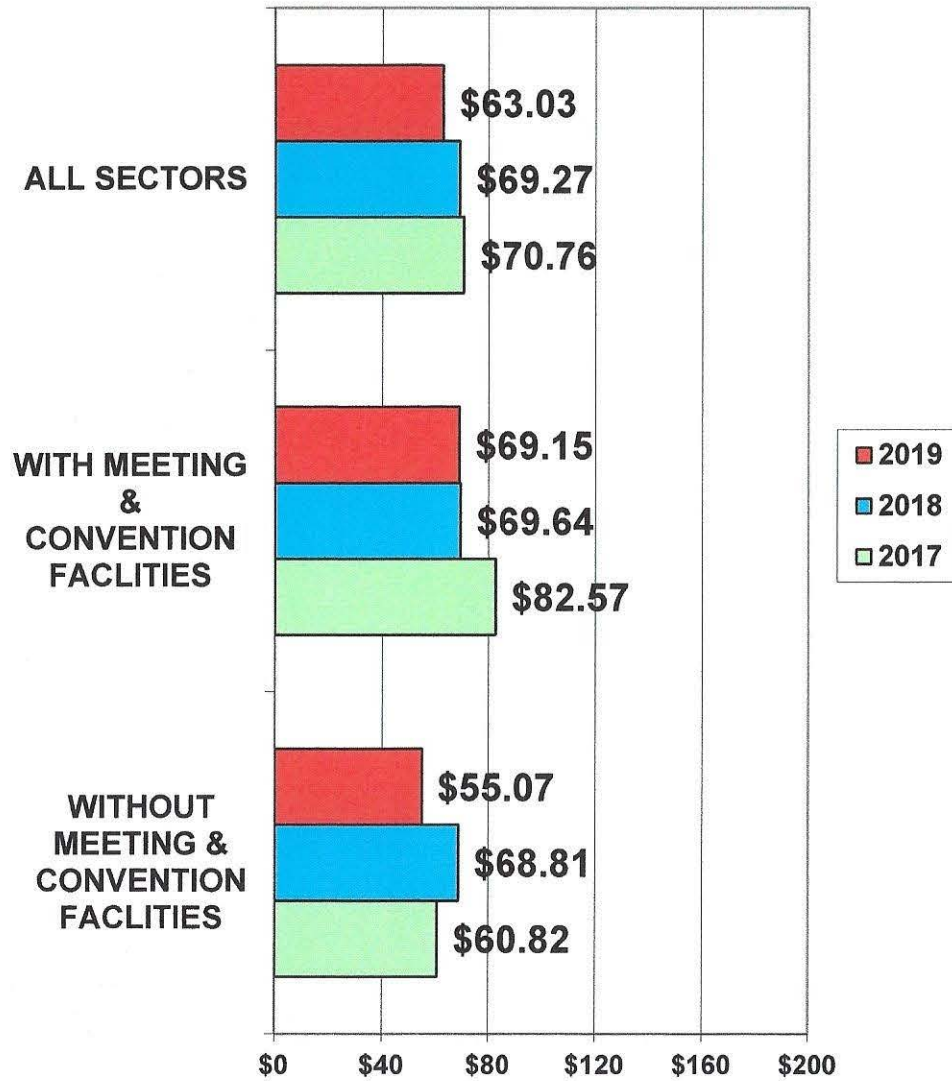
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - OCTOBER 2017 - 2019



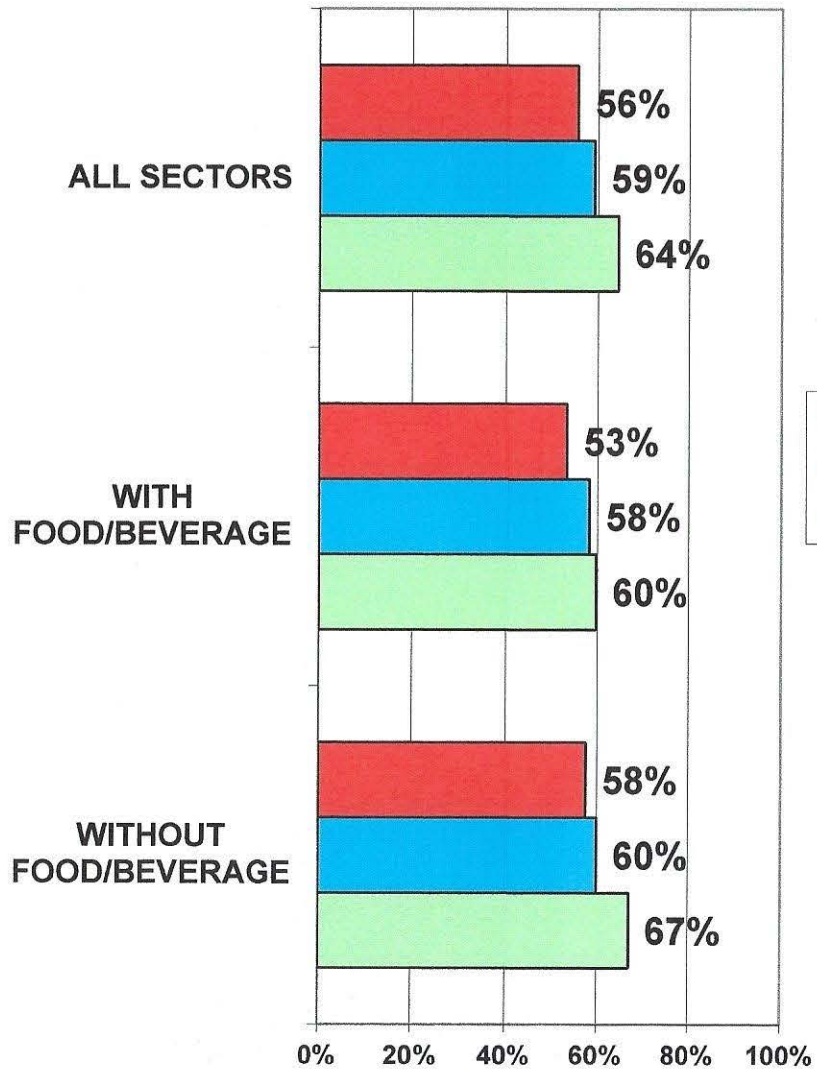
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - OCTOBER 2017 - 2019



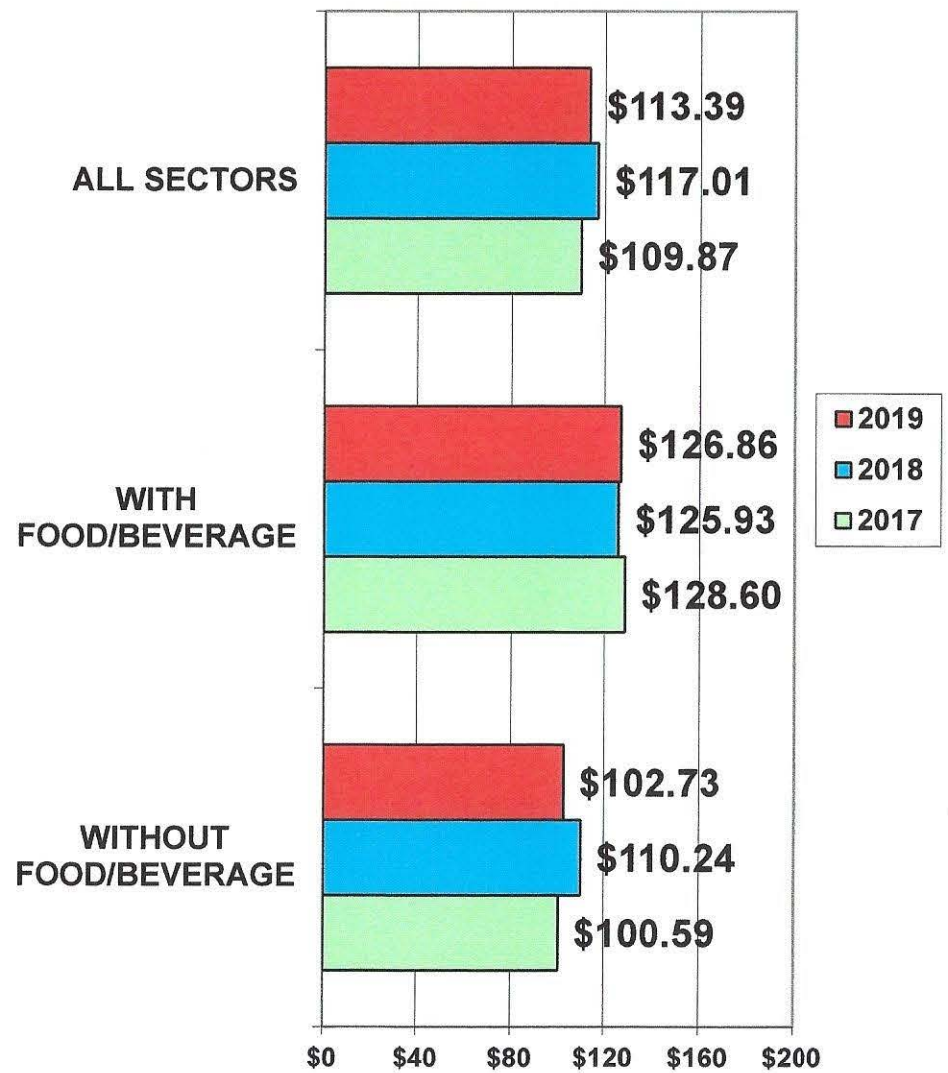
VOLUSIA REV PAR BY MEETING & CONVENTION FACILITIES - OCTOBER 2017 - 2019



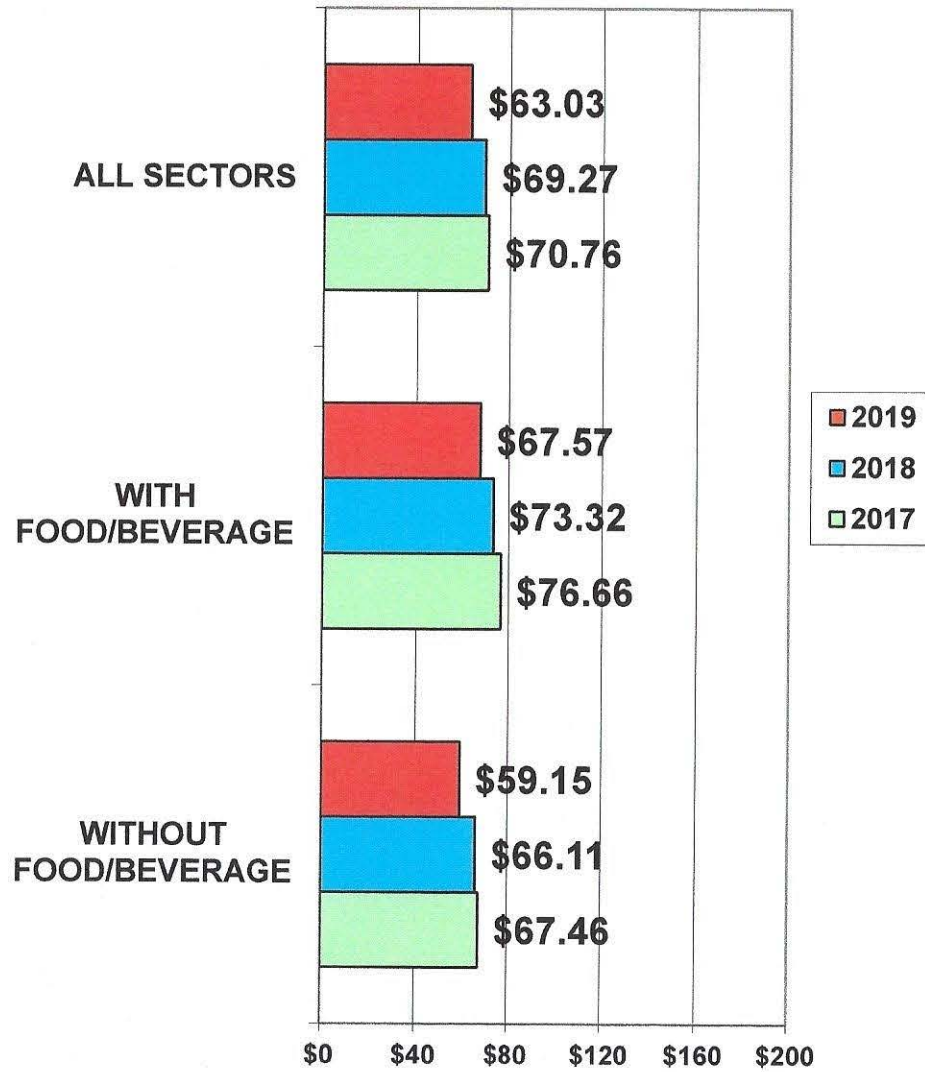
VOLUSIA OCCUPANCY BY FOOD/BEVERAGE - OCTOBER 2017 - 2019



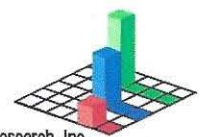
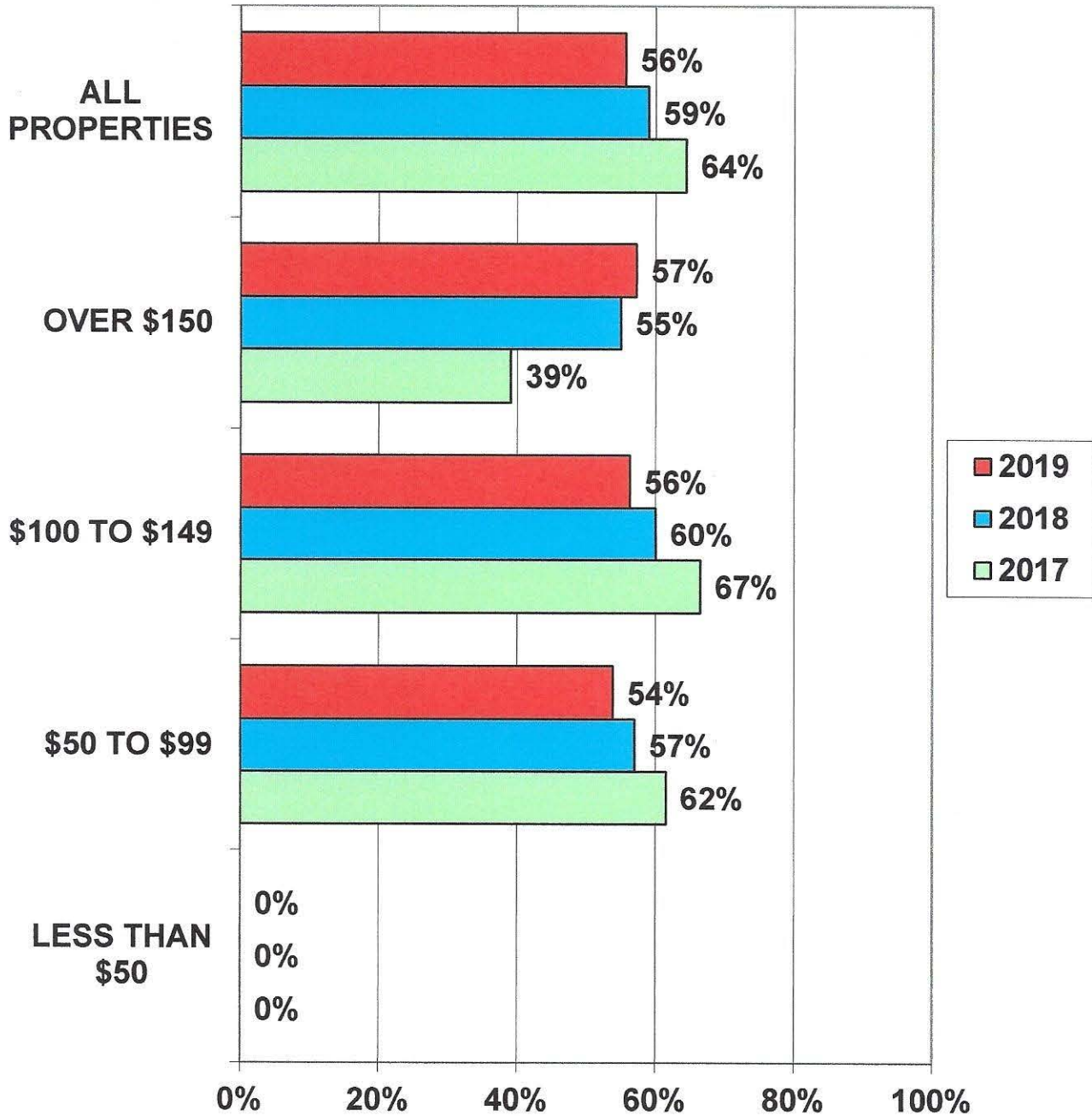
VOLUSIA AVERAGE DAILY RATE BY FOOD/BEVERAGE - OCTOBER 2017 - 2019



VOLUSIA REV PAR BY FOOD/BEVERAGE OCTOBER 2017 - 2019

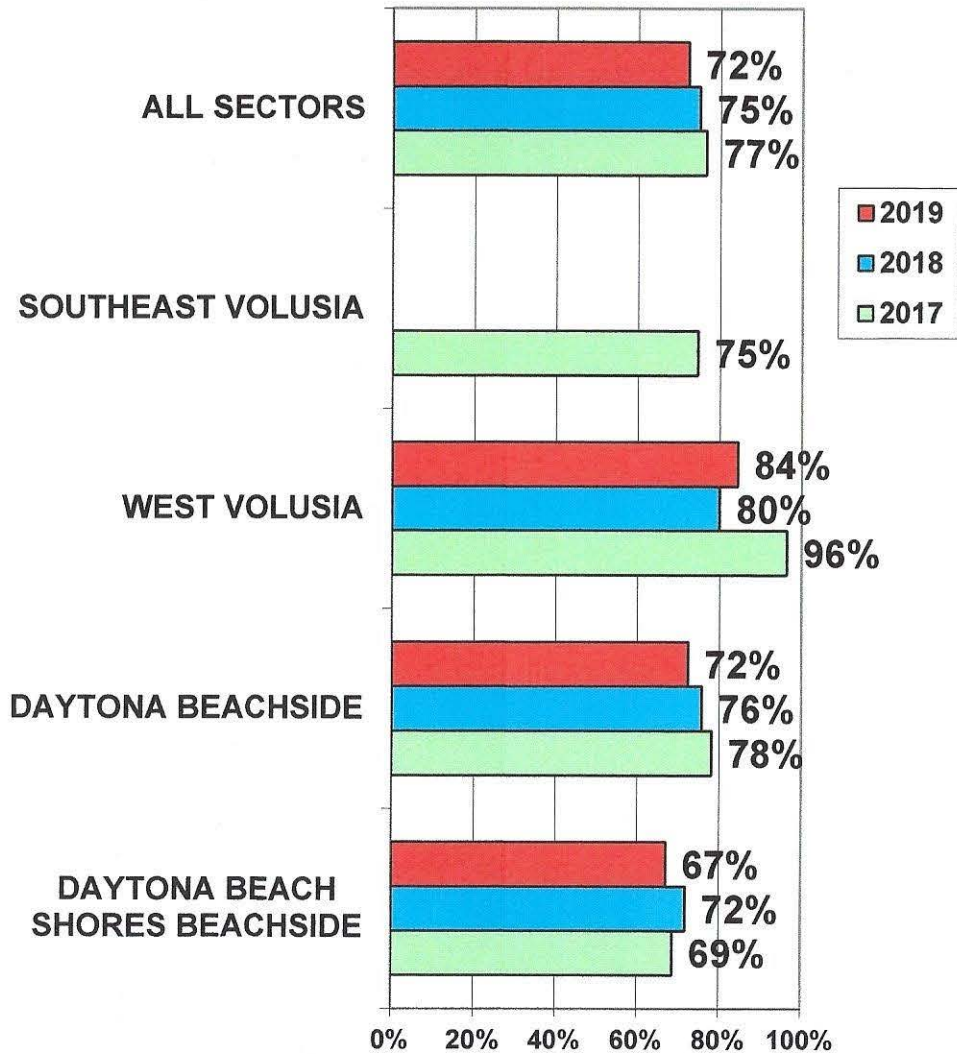


VOLUSIA HOTEL/MOTEL OCCUPANCY BY PRICE RANGE - OCTOBER 2017 - 2019

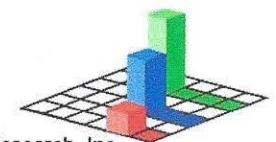
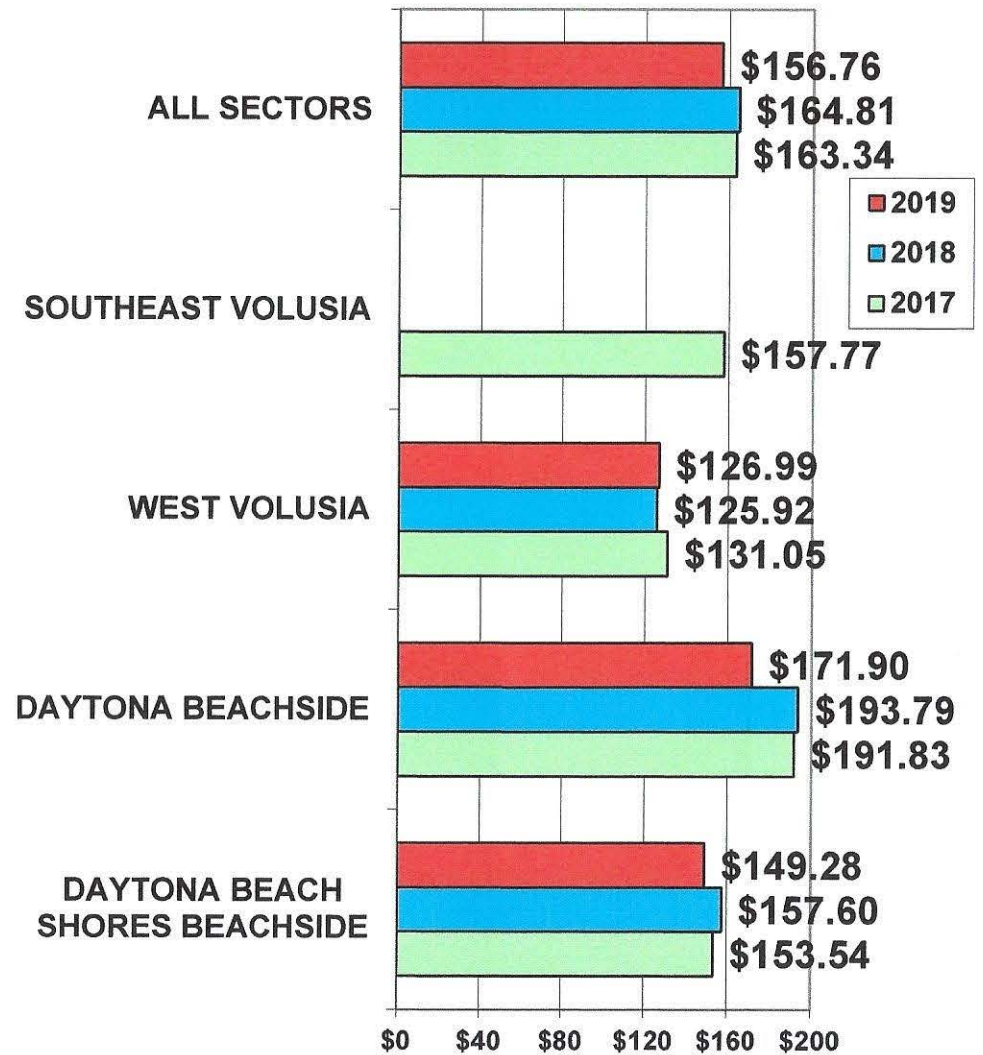


Mid-Florida Marketing & Research, Inc.

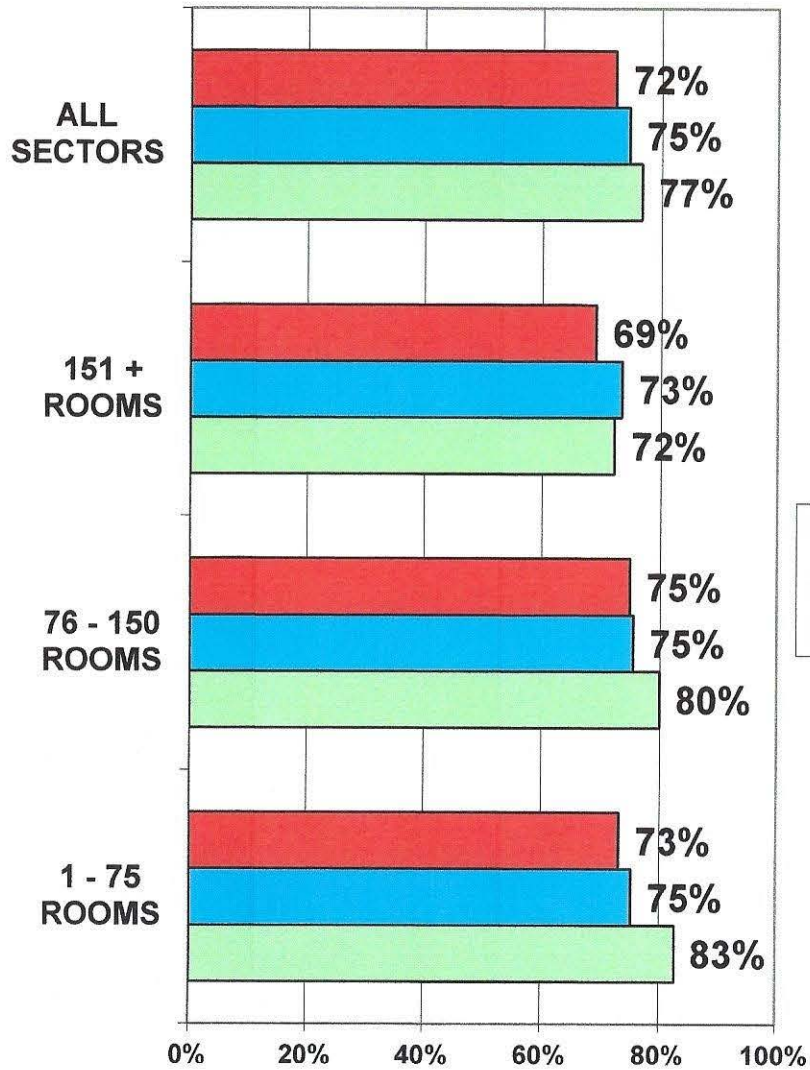
VOLUSIA OCCUPANCY BY AREA SECTORS - BIKETOBERFEST 2017 - 2019



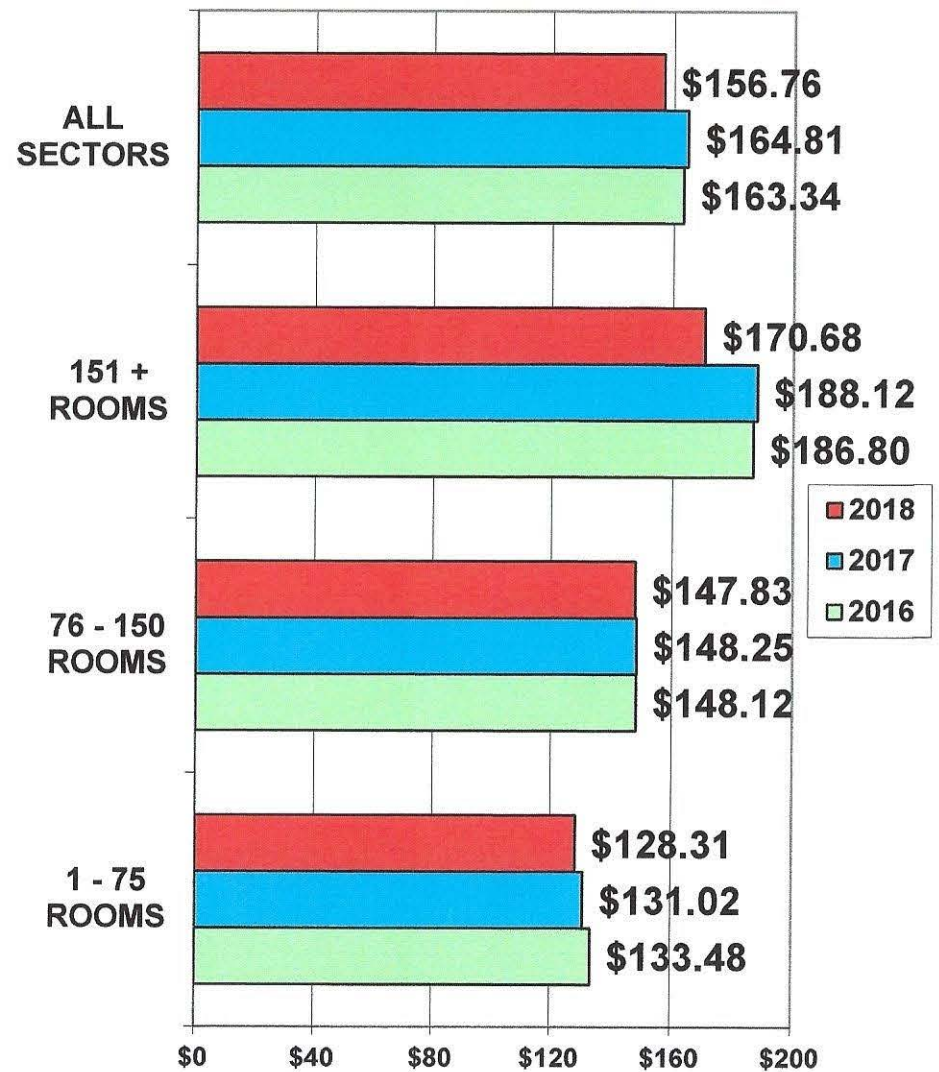
VOLUSIA OCCUPANCY BY AREA SECTORS - BIKETOBERFEST 2017 - 2019



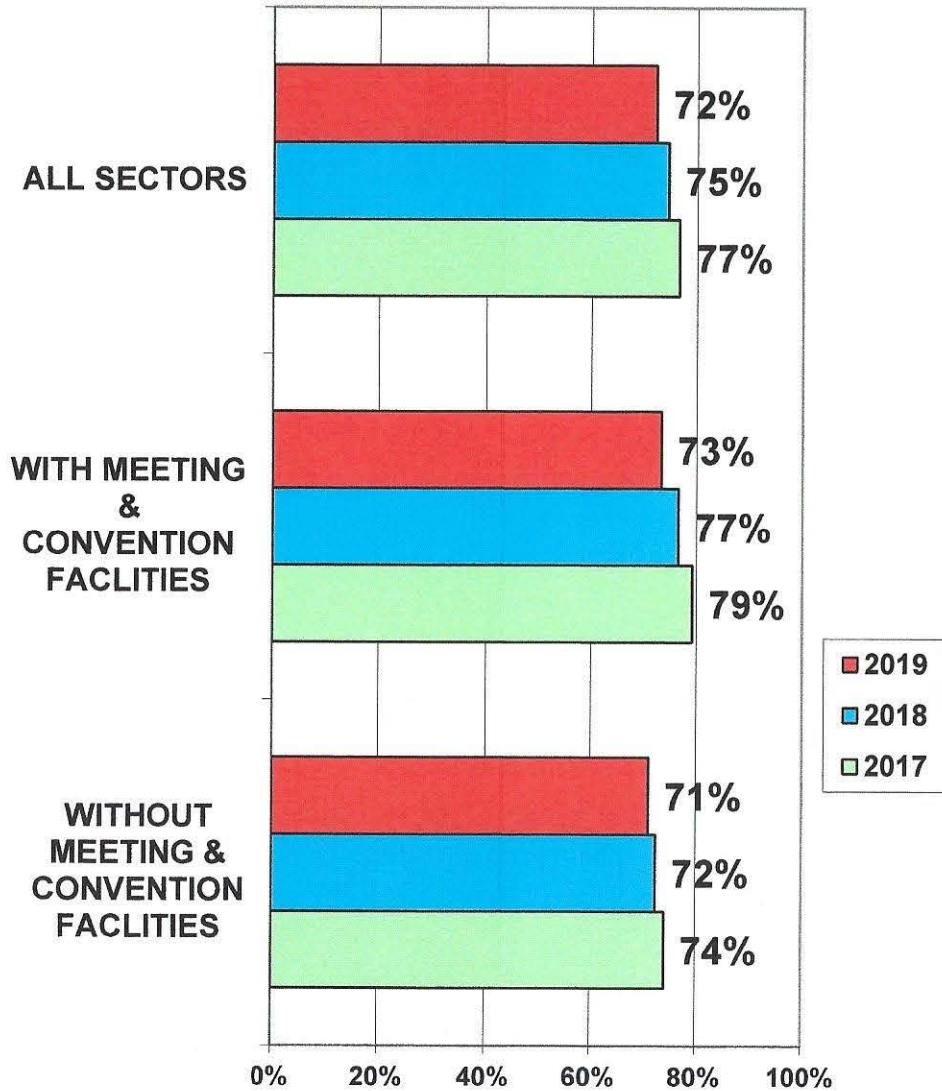
**VOLUSIA OCCUPANCY BY
PROPERTY SIZE -
BIKETOBERFEST 2017 - 2019**



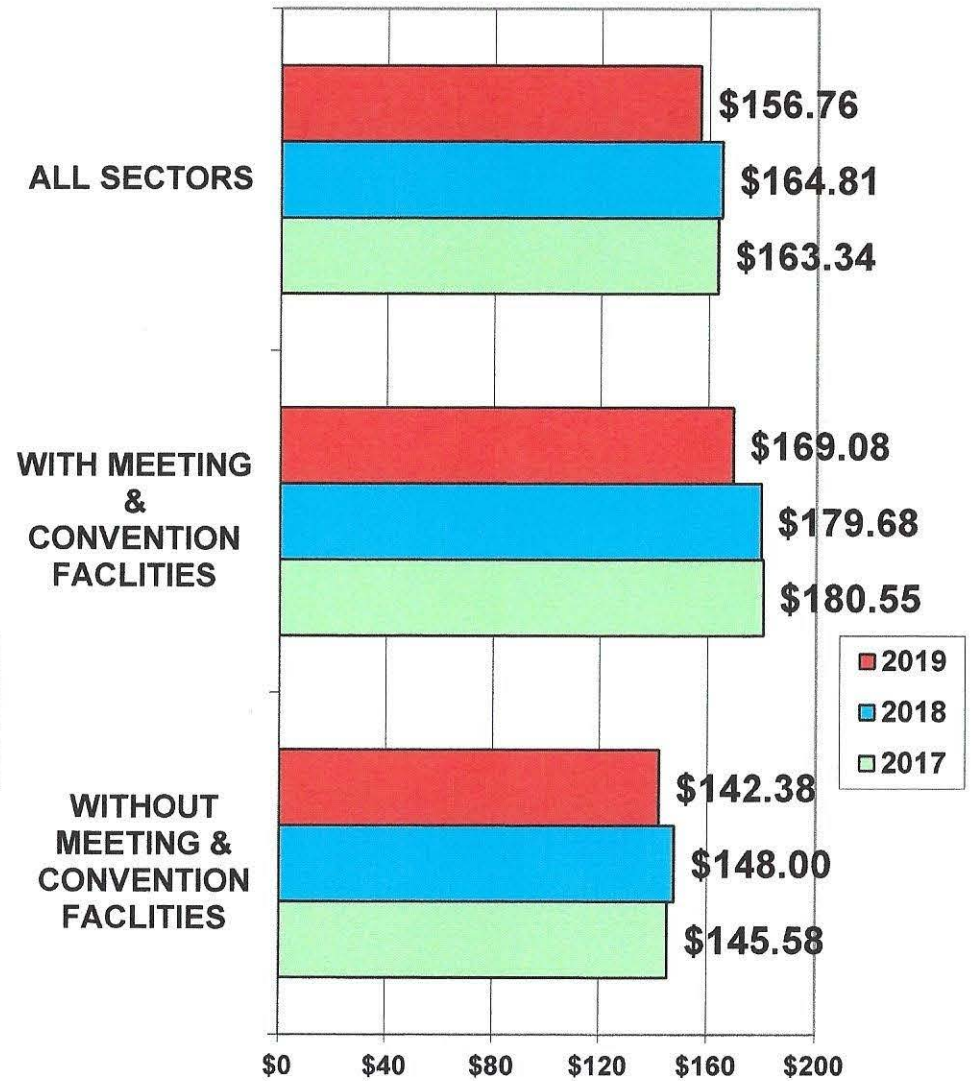
**VOLUSIA AVERAGE DAILY RATE BY
PROPERTY SIZE -
BIKETOBERFEST 2017 - 2019**



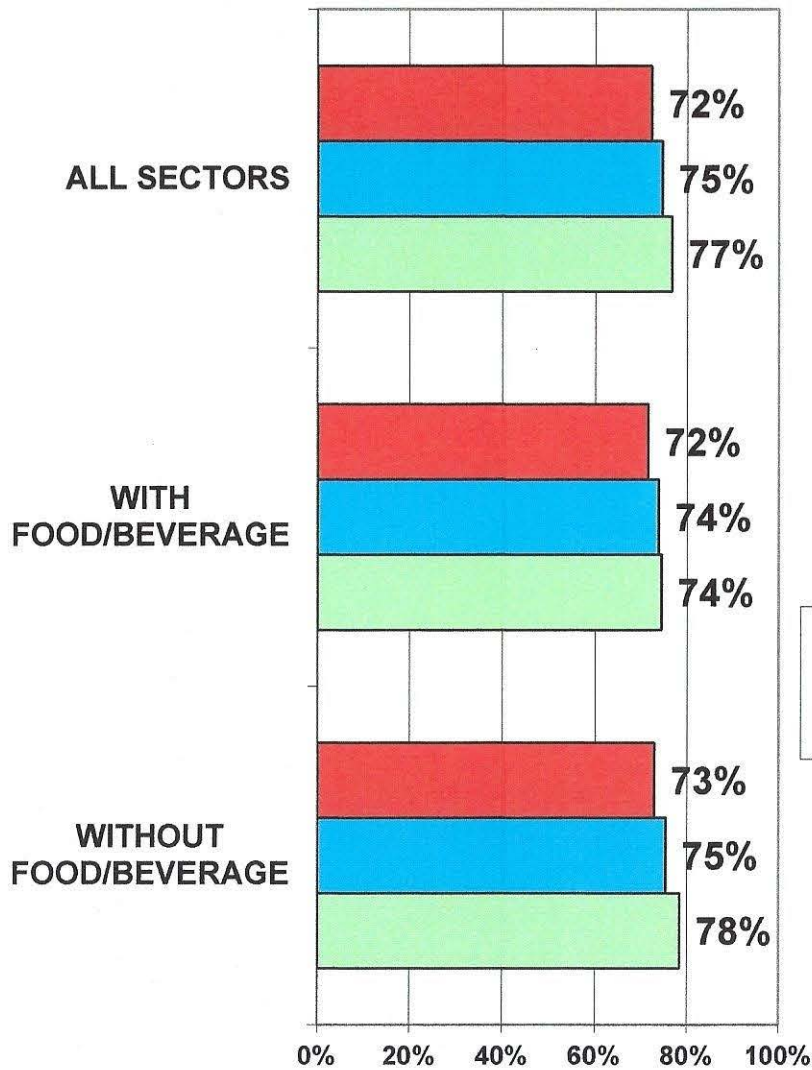
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - BIKETOBERFEST 2017 - 2019



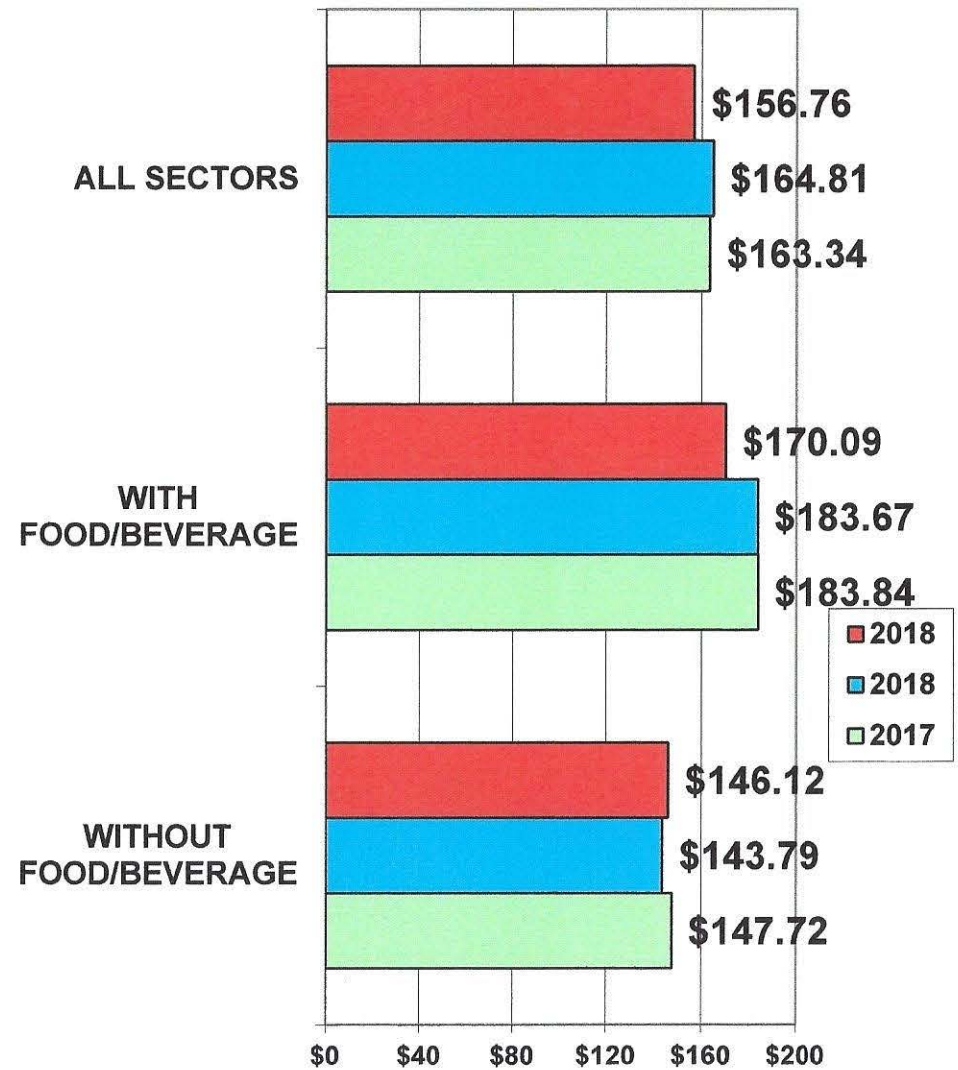
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - BIKETOBERFEST 2017 - 2019



VOLUSIA OCCUPANCY BY FOOD/BEVERAGE - BIKETOBERFEST 2017 - 2019



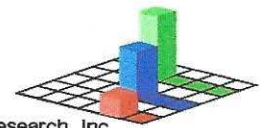
VOLUSIA AVERAGE DAILY RATE BY FOOD/BEVERAGE BIKETOBERFEST 2017 - 2019



**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	
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	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	X
RESIDENCE INN DAYTONA BEACH OCEANFRONT	105	X	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	X
SUN VIKING LODGE	91	X	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	X	X
DAYTONA BEACH REGENCY	98	X	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	X
HARD ROCK HOTEL	200	X	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	X
HILTON GARDEN INN DAYTONA BEACH OCEANFRONT	144	X	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	X
HOLIDAY INN RESORT DAYTONA	188	X	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	X
OCEAN BREEZE CLUB HOTEL	206	X	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	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		
CORAL SANDS OCEAN FRONT	102	X	X	X		X	X			X	X		
COVE ON ORMOND BEACH	112	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	
*COUNTRY INN & SUITES PORT ORANGE	87	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	
AIRPORT/SPEEDWAY DISTRICT													
DAYTONA BEACH COURTYARD	122	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	
HAMPTON INN AIRPORT	122	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	
HOMEWOOD SUITES	94	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	
WEST VOLUSIA													
ALLING HOUSE BED AND BREAKFAST ORANGE CITY	8	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	
COMFORT INN DELAND	68	X	X	X	X	X	X	X	X	X	X	X	
COURTYARD DELAND	104			X	X	X	X	X	X	X	X	X	
DAYS INN ORANGE CITY	37		X										
HAMPTON INN DEBARY	76	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	
HOLIDAY IN EXPRESS ORANGE CITY	114	X	X	X	X	X	X	X	X	X	X	X	
HONTOON LANDING	18	X	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	X					
*COUNTRY INN & SUITES PORT ORANGE	87	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	
OCEAN TRILLIUM SUITES	32	X	X	X	X	X	X	X				X	
SPRINGHILL SUITES	114			X	X	X	X	X	X	X	X	X	

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

