

Memo

To: HAAA
From: Evelyn Fine
Date: April 11, 2017
Subject: February 2017 Occupancy & Average Daily Rate Report

Overall Daytona Beach Area Occupancy decreased less than 1%, to 70% in February 2017 from 71% in February 2016.

The Daytona Beach Area Average Daily Rate increased 10%, to \$163.51 in February 2017 from \$148.73 in February 2016.

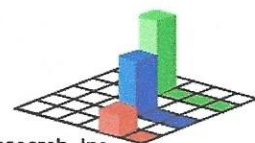
The Daytona Beach Area Revenue per Available Room increased 9%, to \$114.44 in February 2017 from \$104.77 in February 2016.

The Advance Auto Parts Clash and the Daytona 500, in addition to many other events at the Speedway, were held in February.

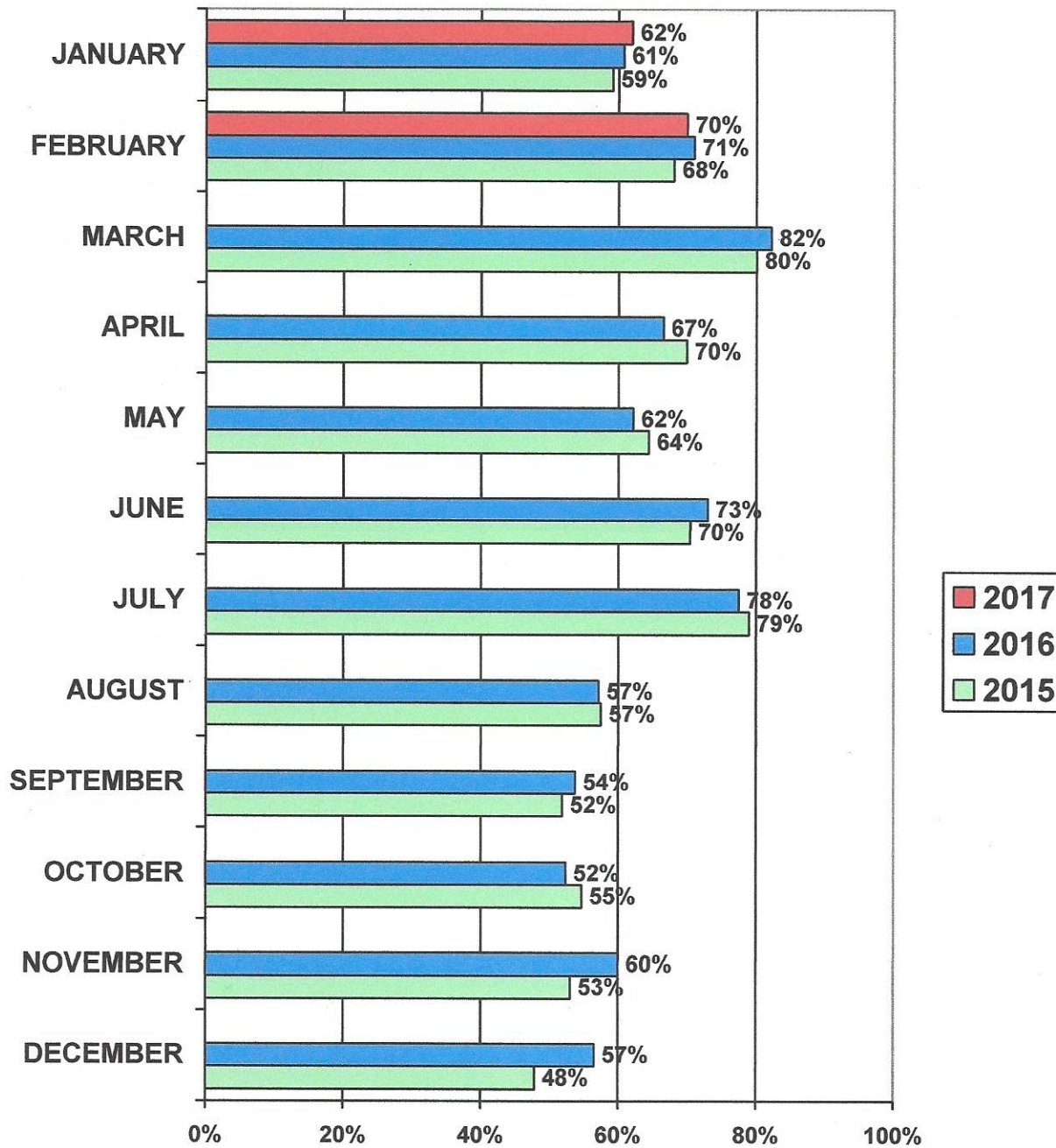
Several hotels were still not operating at 100% or were closed due to damage from Hurricane Matthew in October 2016, resulting in higher rates for the rest.

Economic and government downsizing fears were mentioned as possible reasons for a slightly lower Occupancy in February 2017.

EF/LK

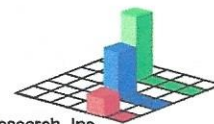


DAYTONA BEACH HOTEL/MOTEL OCCUPANCY 2015 - 2017

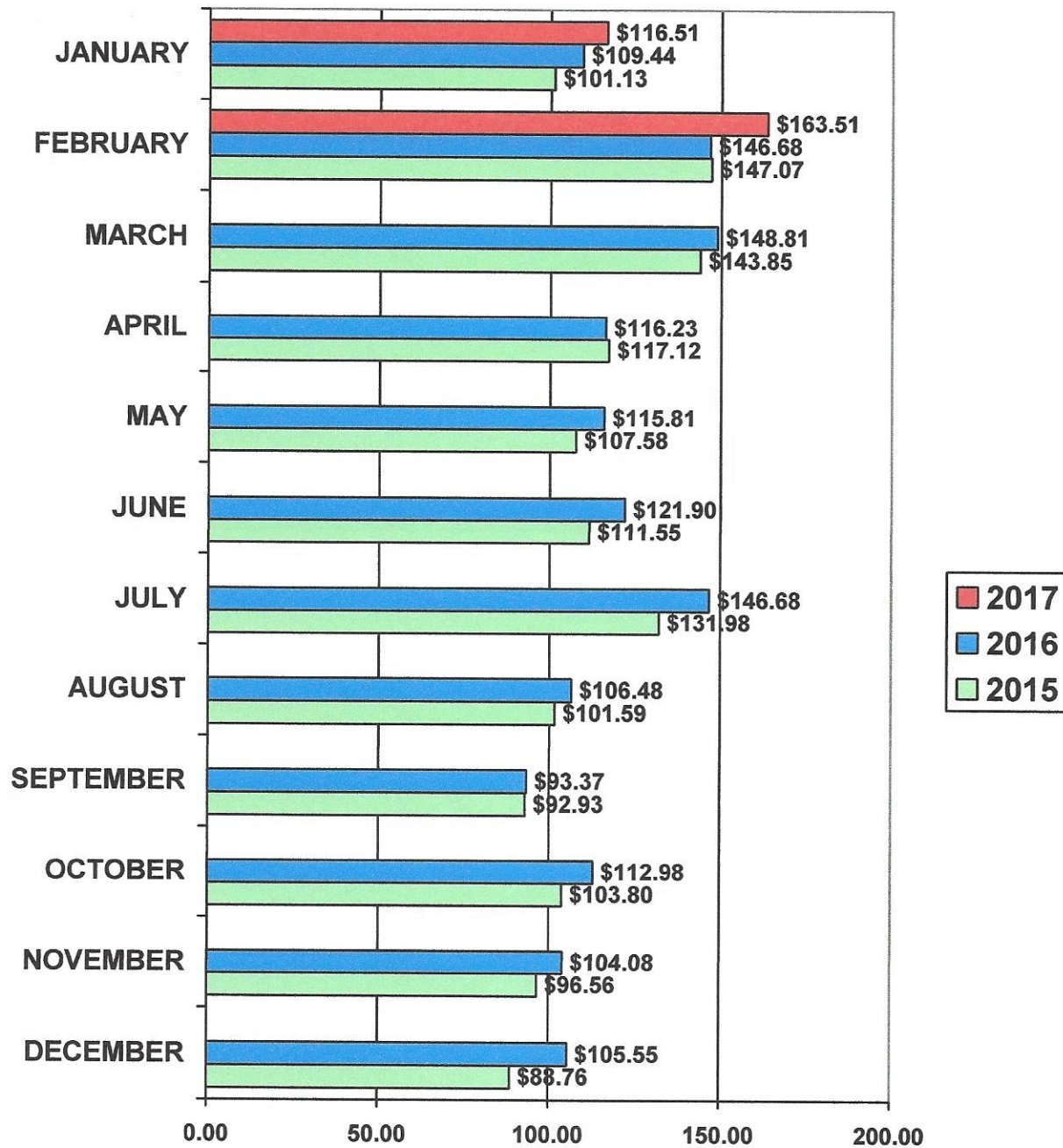


2017 YTD AVG. 66% **FEB. 2017 HIGH 95%**
2016 YTD AVG. 66% **FEB. 2017 LOW 19%**
2015 YTD AVG. 63%

Mid-Florida Marketing & Research, Inc.

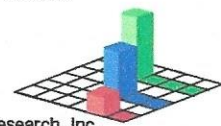


DAYTONA BEACH HOTEL/MOTEL AVERAGE DAILY RATE 2015 - 2017

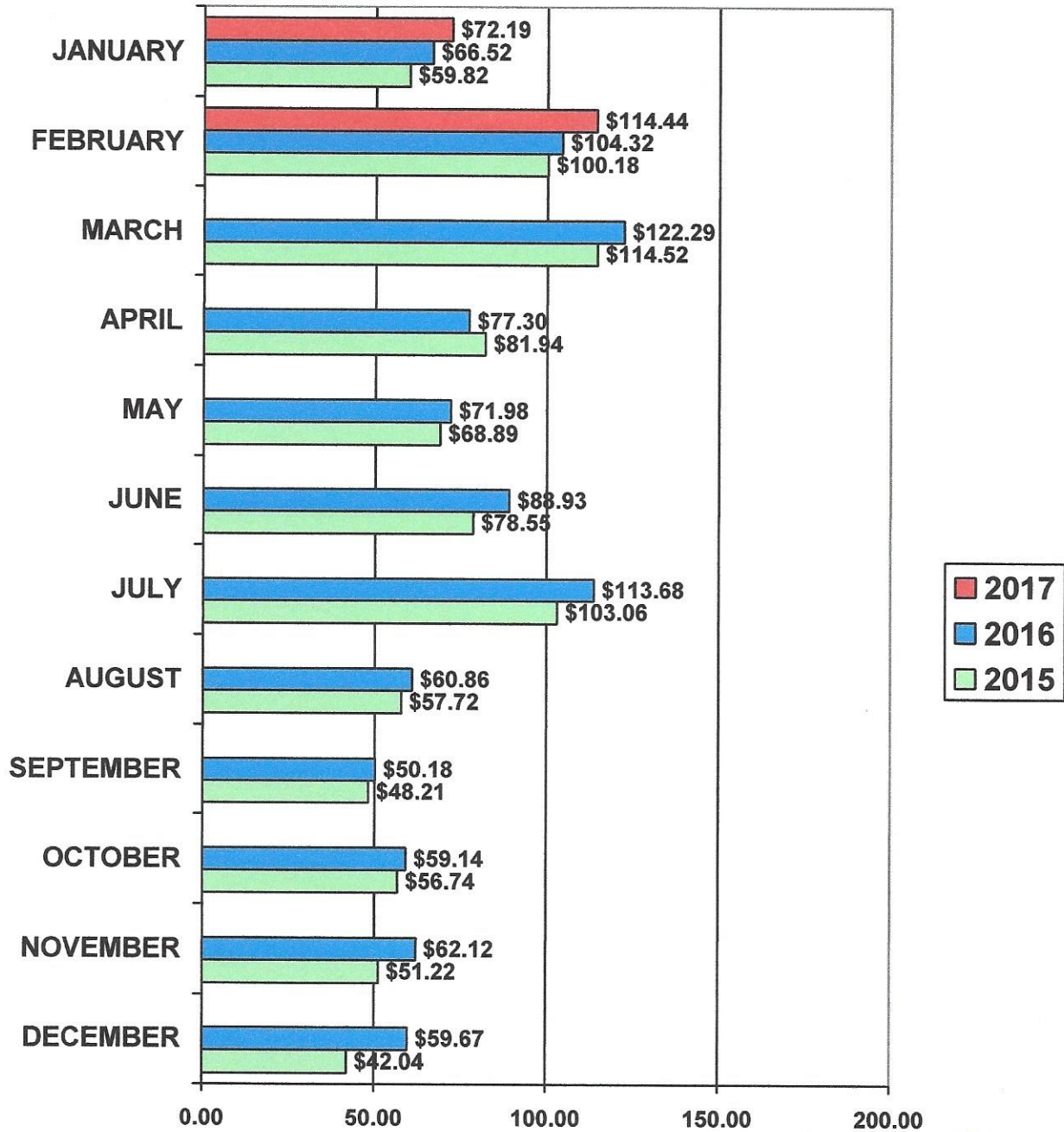


2017 YTD AVG. \$116.51 FEB. 2017 HIGH \$257.39
2016 YTD AVG. \$109.54 FEB. 2017 LOW \$ 91.29
2015 YTD AVG. \$101.13

Mid-Florida Marketing & Research, Inc.



DAYTONA BEACH HOTEL/MOTEL REV PAR BY MONTH 2015 - 2017

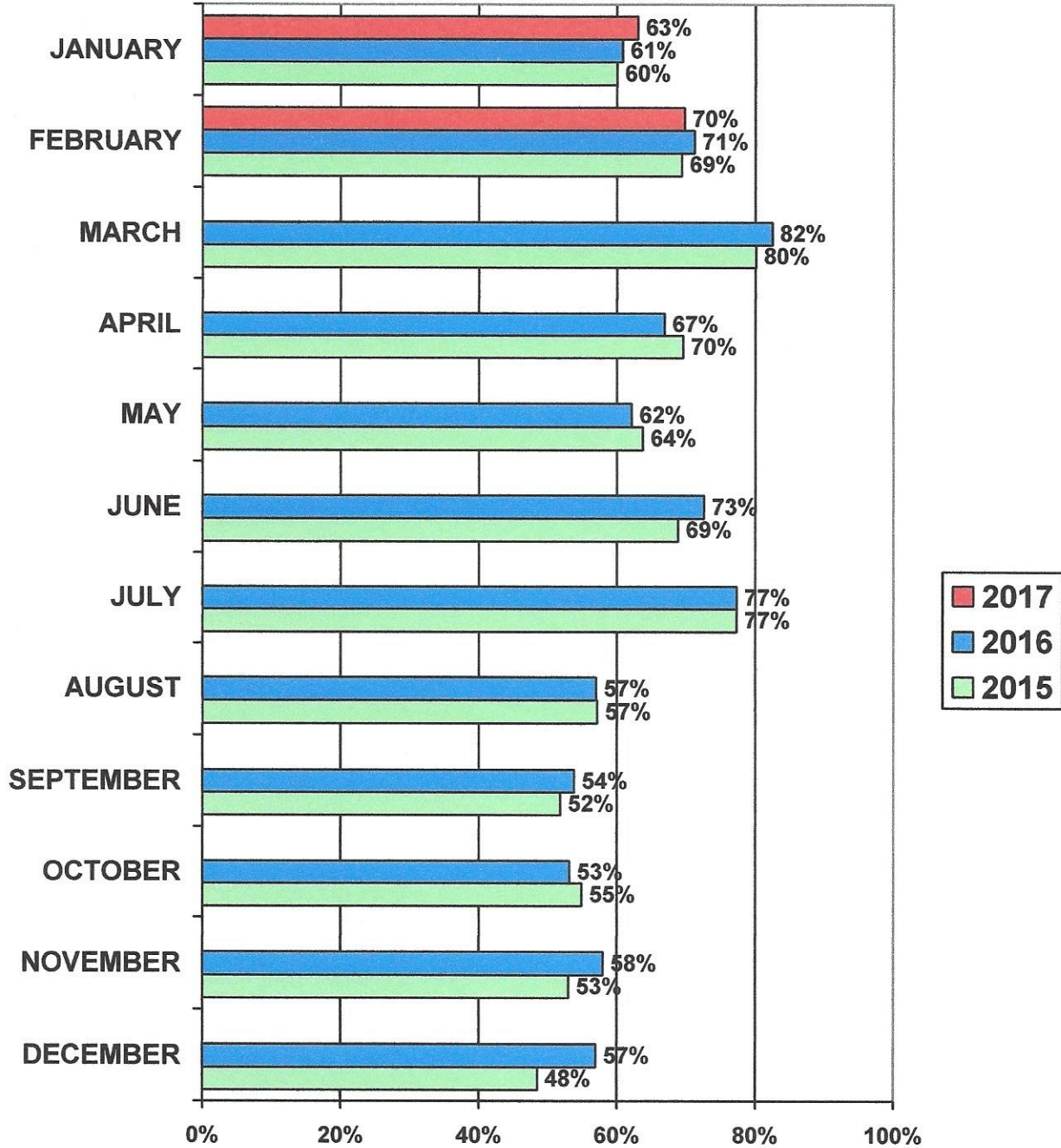


2017 YTD AVG. \$93.38
2016 YTD AVG. \$85.75
2015 YTD AVG. \$79.25

Mid-Florida Marketing & Research, Inc.



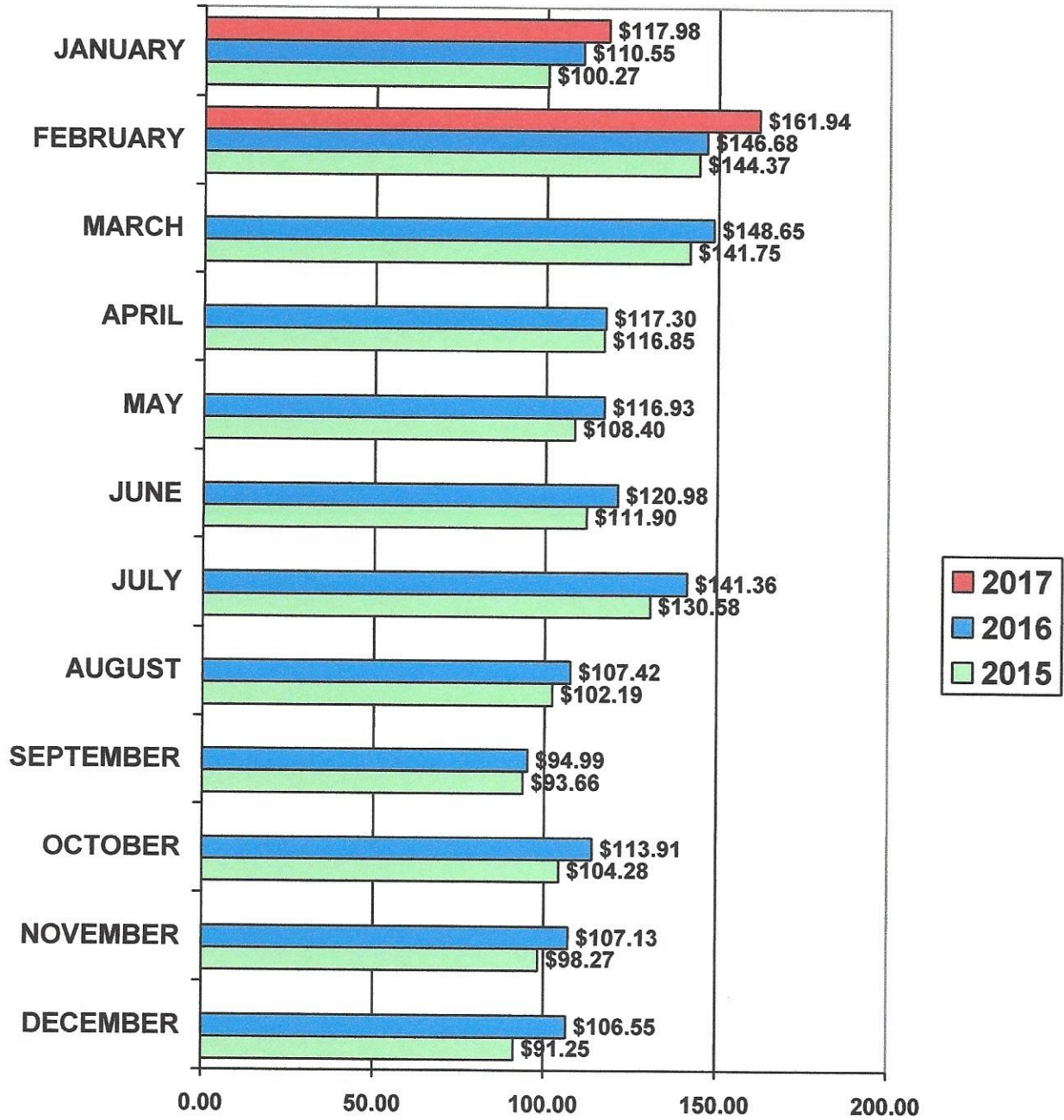
VOLUSIA HOTEL/MOTEL OCCUPANCY 2015 - 2017



2017 YTD AVG. 66% **FEB. 2017 HIGH 95%**
2016 YTD AVG. 66% **FEB. 2017 LOW 19%**
2015 YTD AVG. 65%



VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2015 - 2017

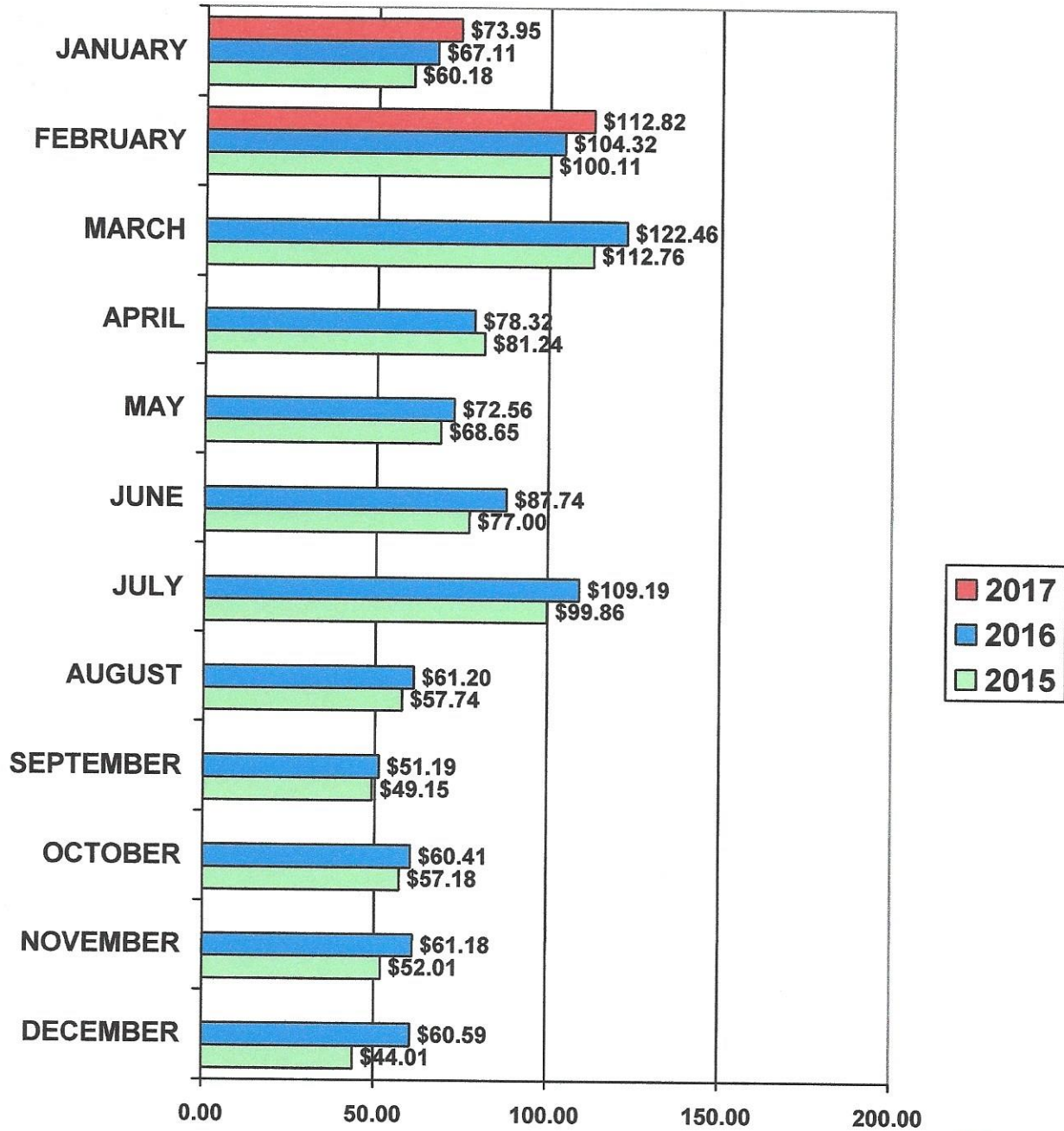


2017 YTD AVG. \$141.19 FEB. 2017 HIGH \$257.39
2016 YTD AVG. \$129.53 FEB. 2017 LOW \$ 91.29
2015 YTD AVG. \$122.91

Mid-Florida Marketing & Research, Inc.



VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2015 - 2017

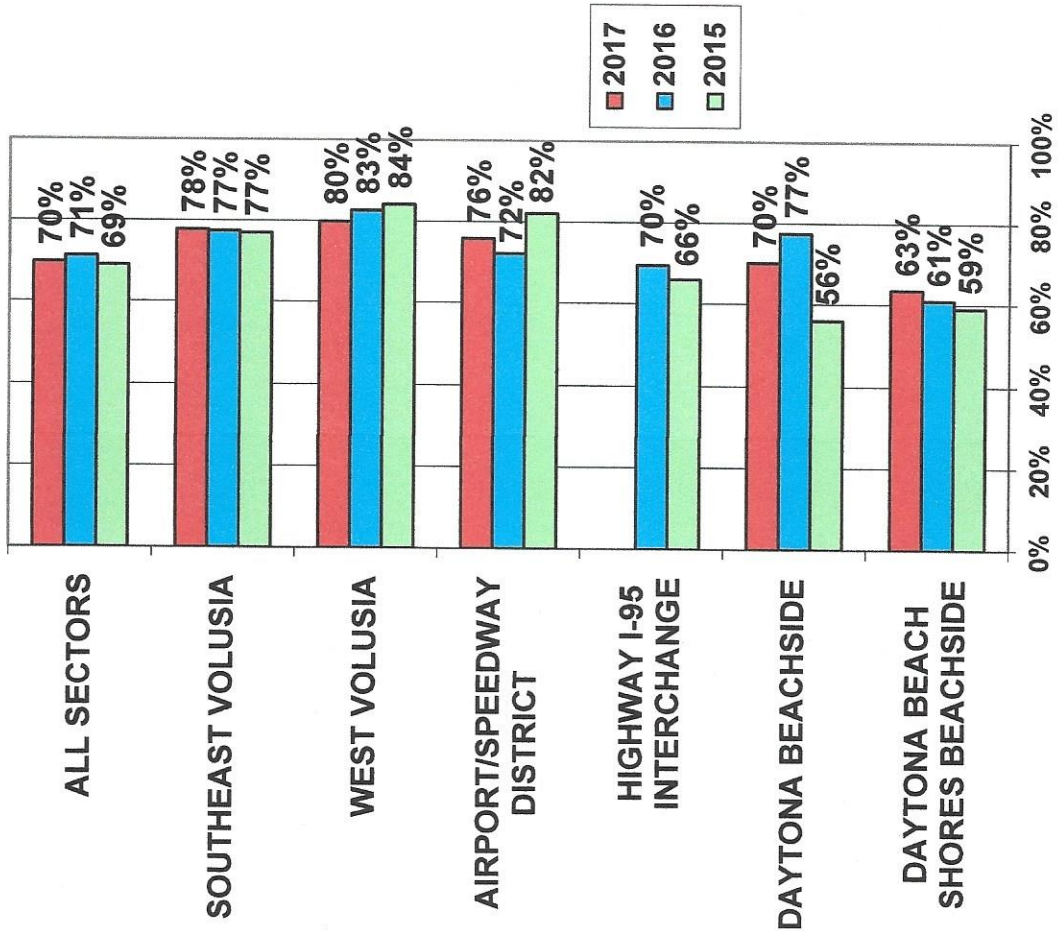


2017 YTD AVG. \$93.45
2016 YTD AVG. \$85.17
2015 YTD AVG. \$79.24

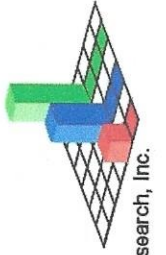
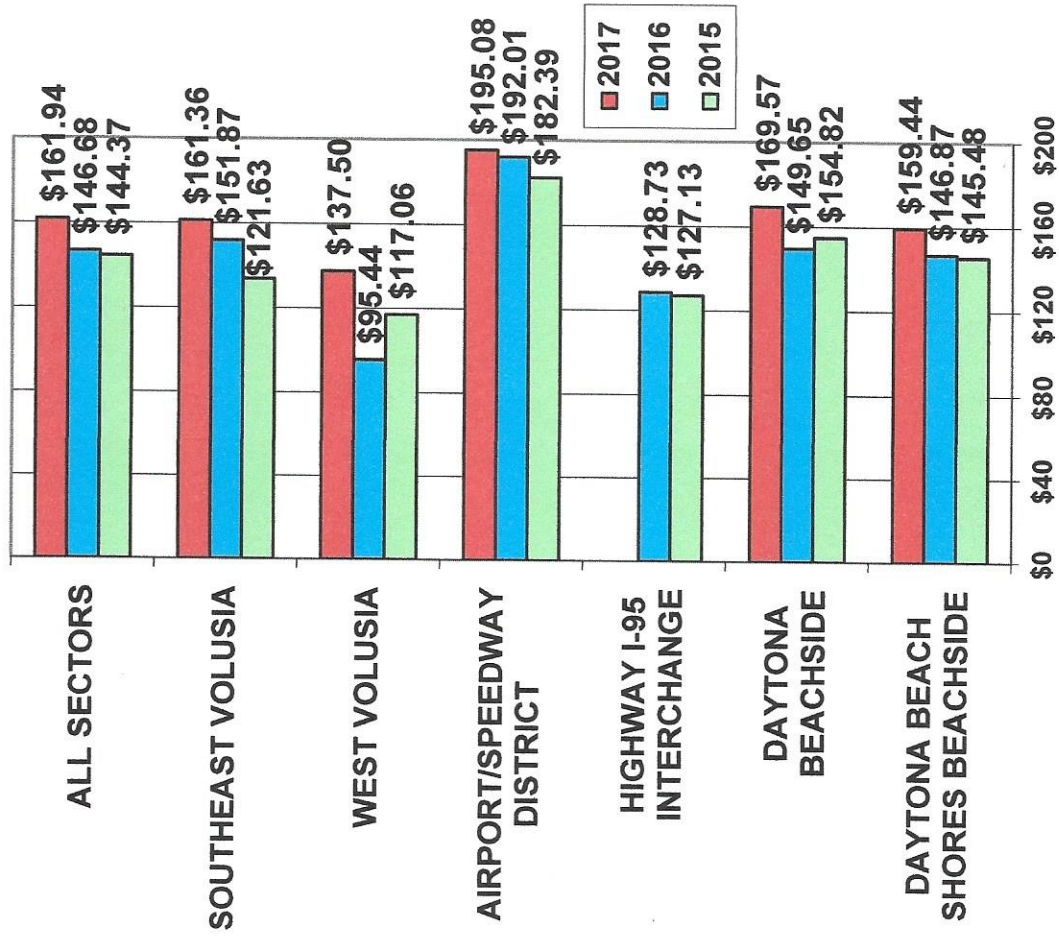
Mid-Florida Marketing & Research, Inc.



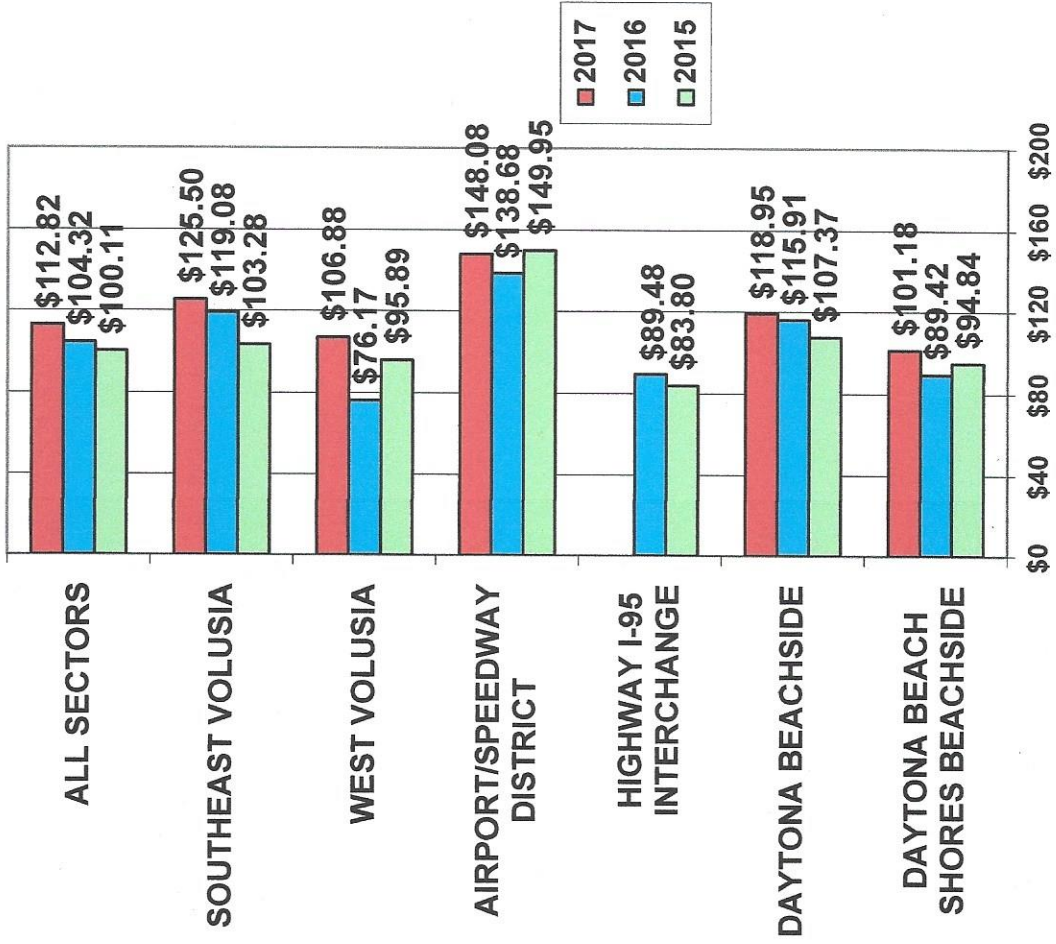
**VOLUSIA OCCUPANCY BY
AREA SECTORS -
FEBRUARY 2015 - 2017**



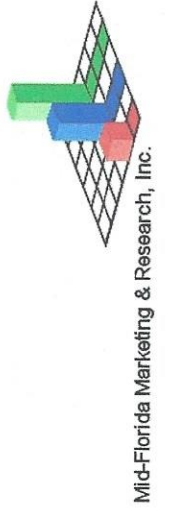
**VOLUSIA AVERAGE DAILY RATE BY
AREA SECTORS -
FEBRUARY 2015 - 2017**



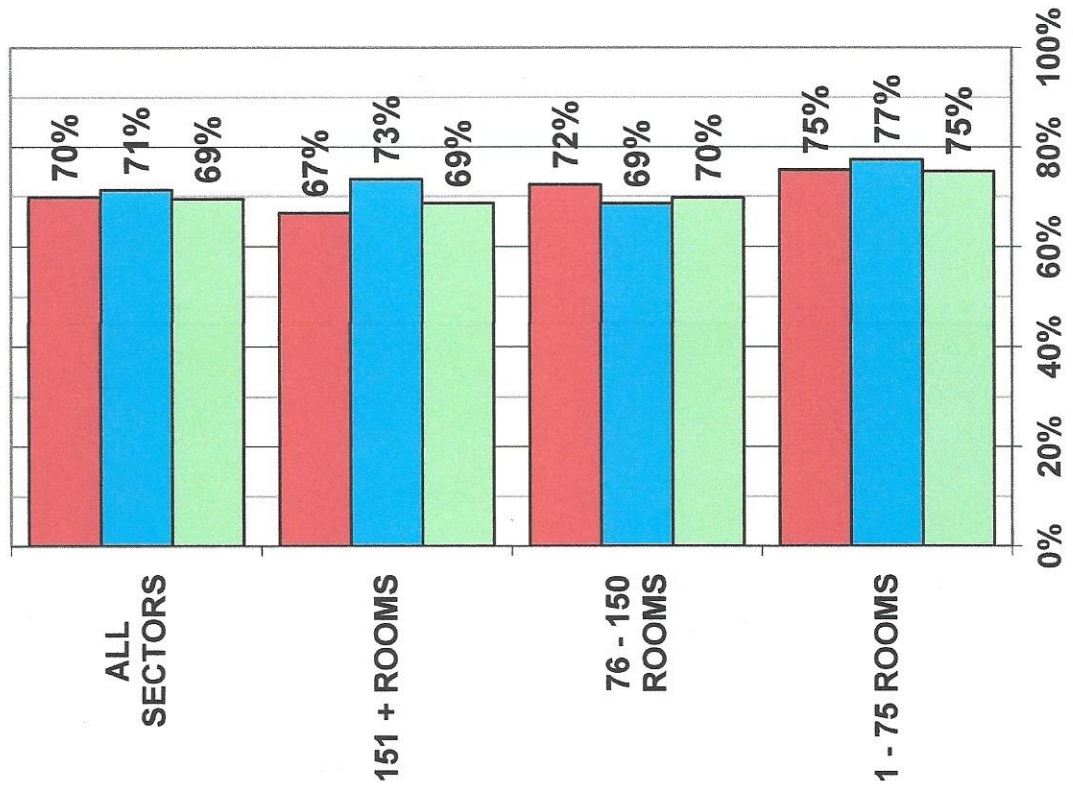
**VOLUSIA REV PAR BY
AREA SECTORS -
FEBRUARY 2015 - 2017**



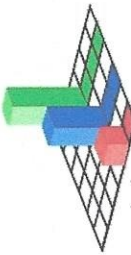
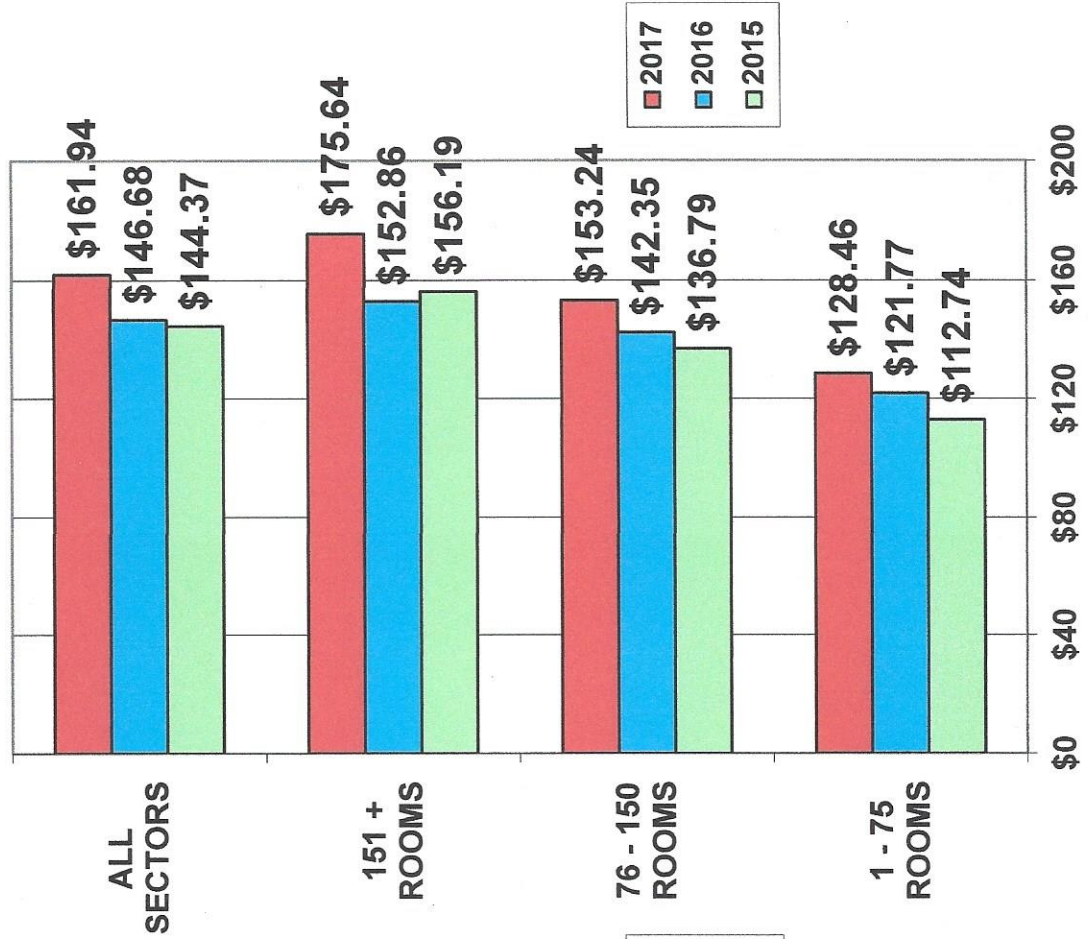
AREA SECTORS WITH FEWER THAN FIVE
PROPERTIES REPORTING ARE NOT INCLUDED.



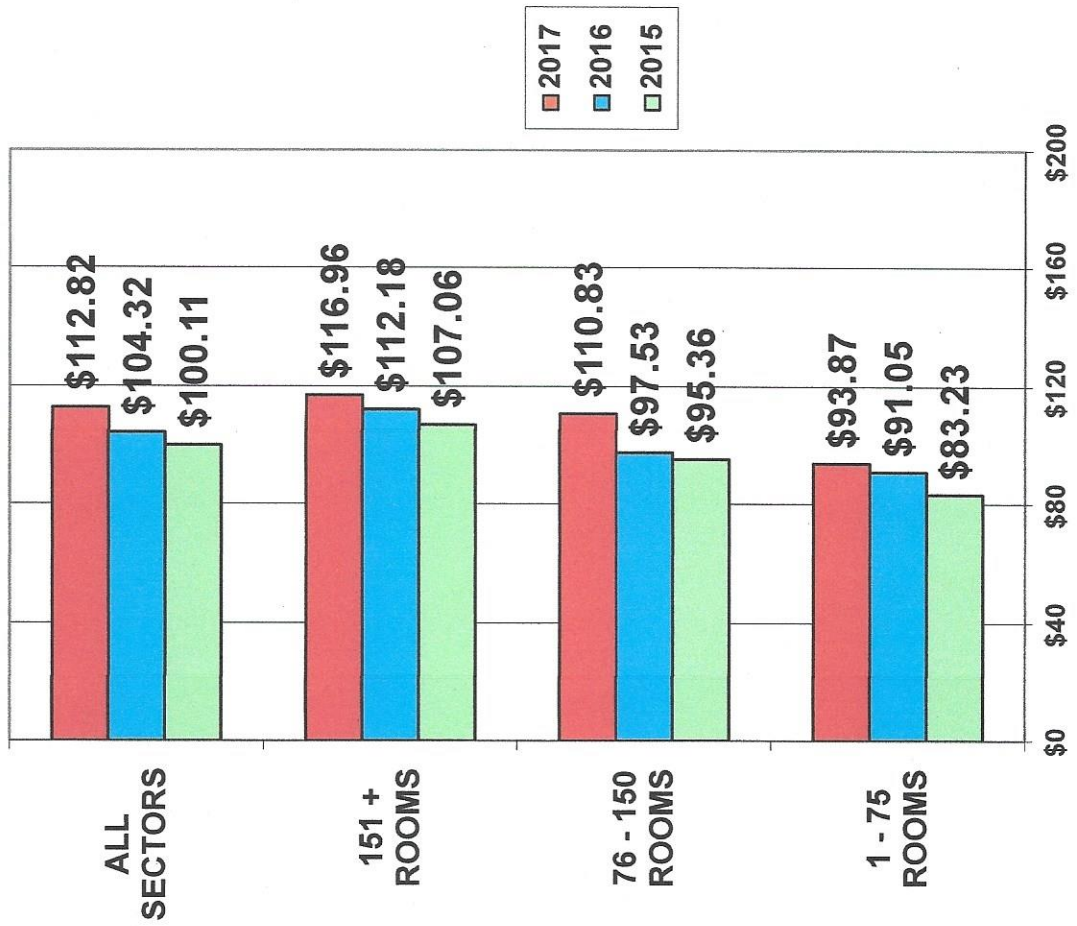
**VOLUSIA OCCUPANCY
BY PROPERTY SIZE-
FEBRUARY 2015 - 2017**



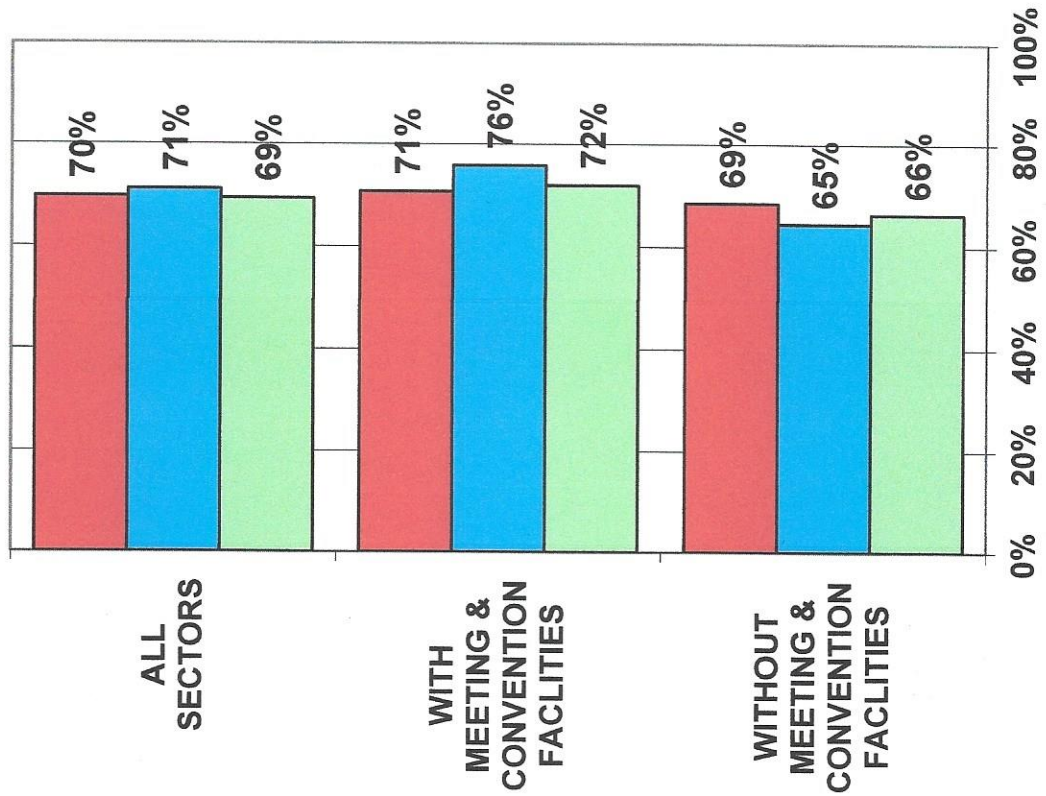
**VOLUSIA AVERAGE DAILY RATE BY
PROPERTY SIZE -
FEBRUARY 2015 - 2017**



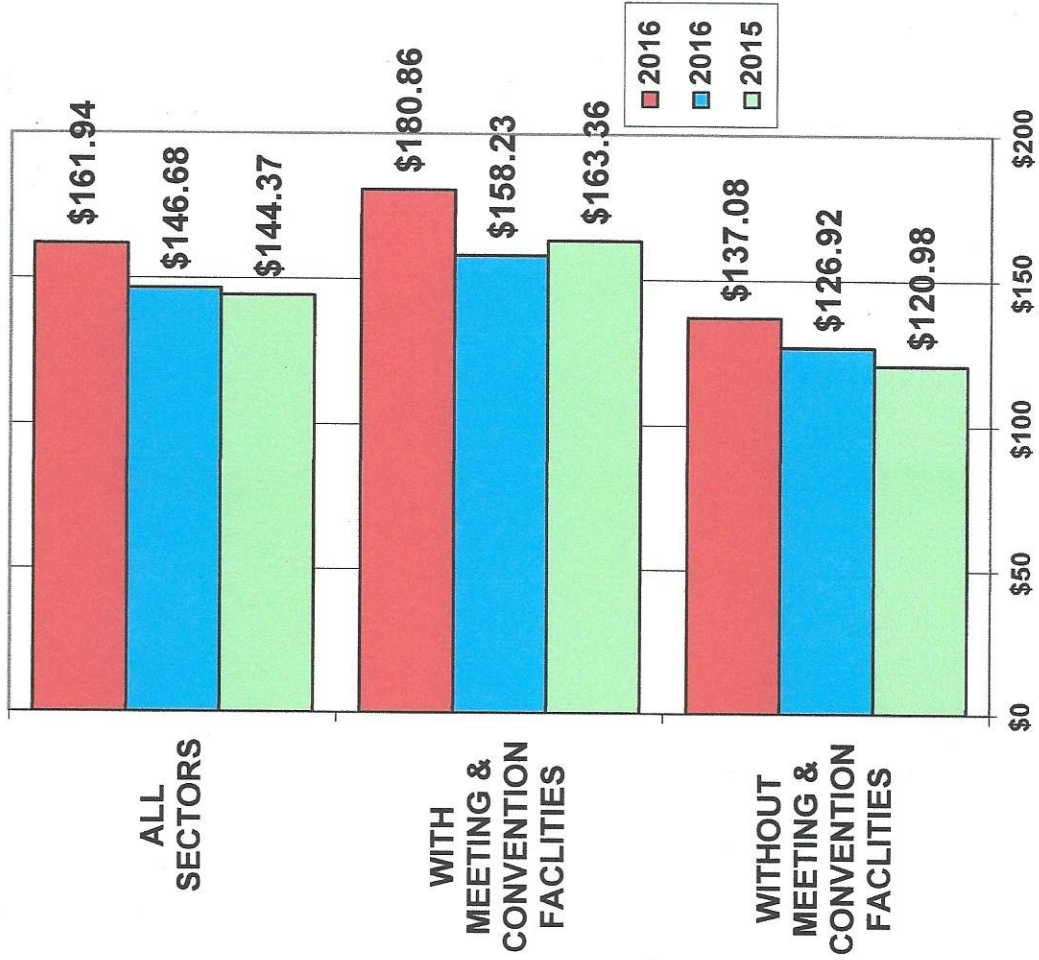
**VOLUSIA REV/PAR
BY PROPERTY SIZE -
FEBRUARY 2015 - 2017**



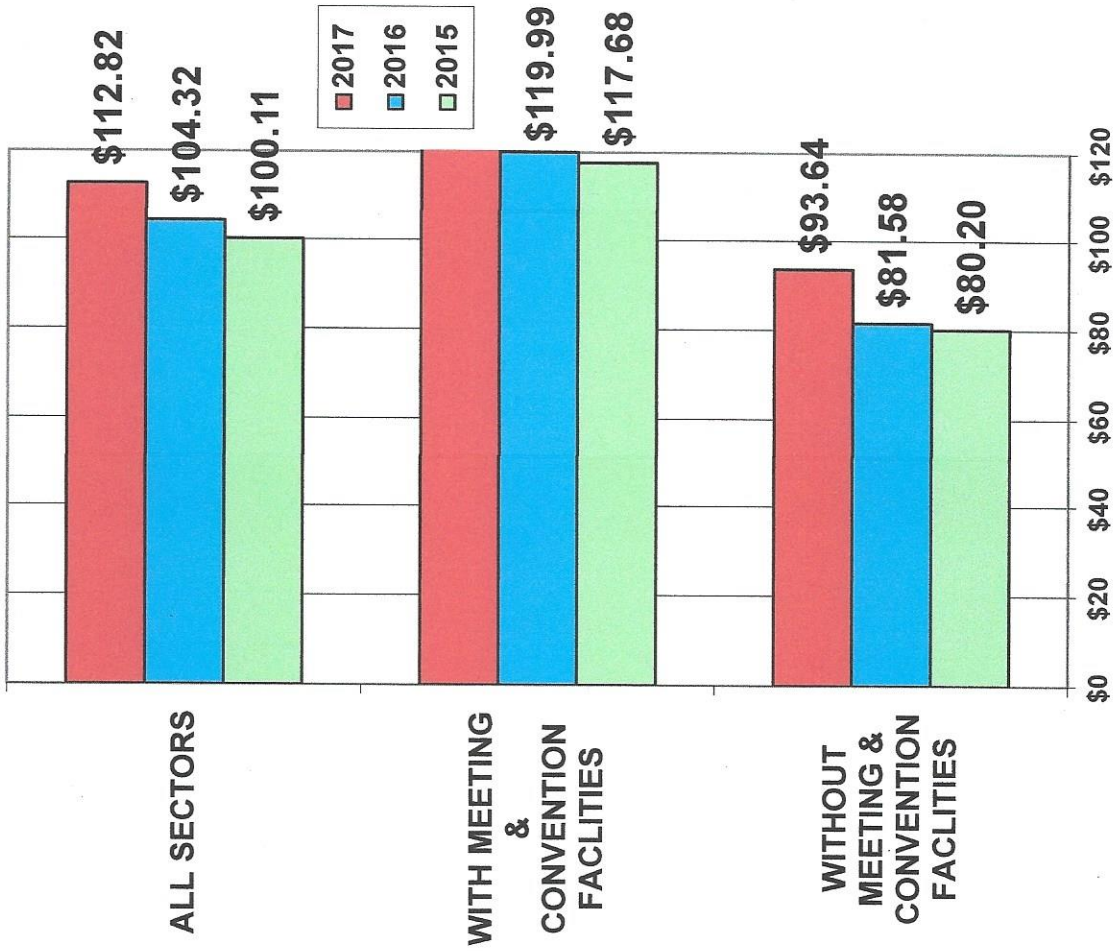
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - FEBRUARY 2015 - 2017



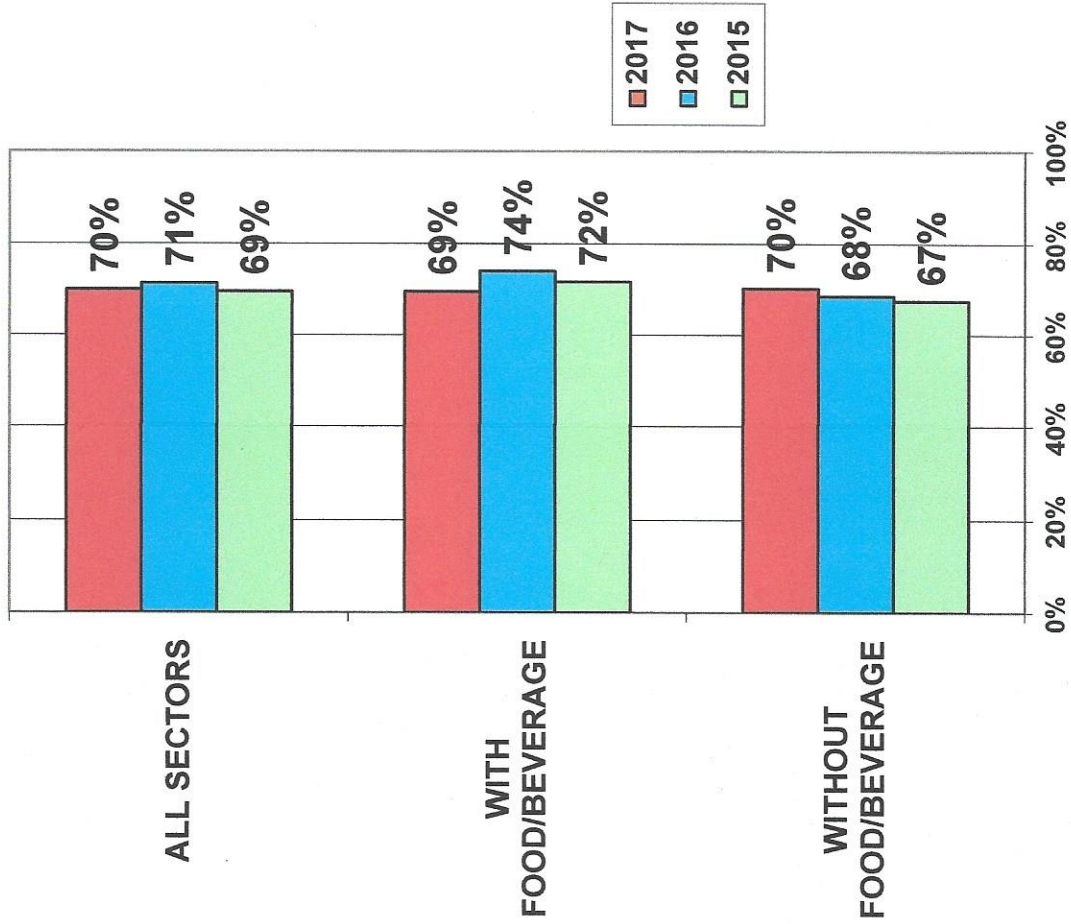
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - FEBRUARY 2015 - 2017



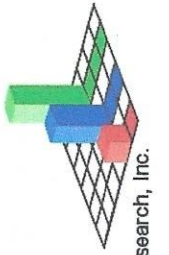
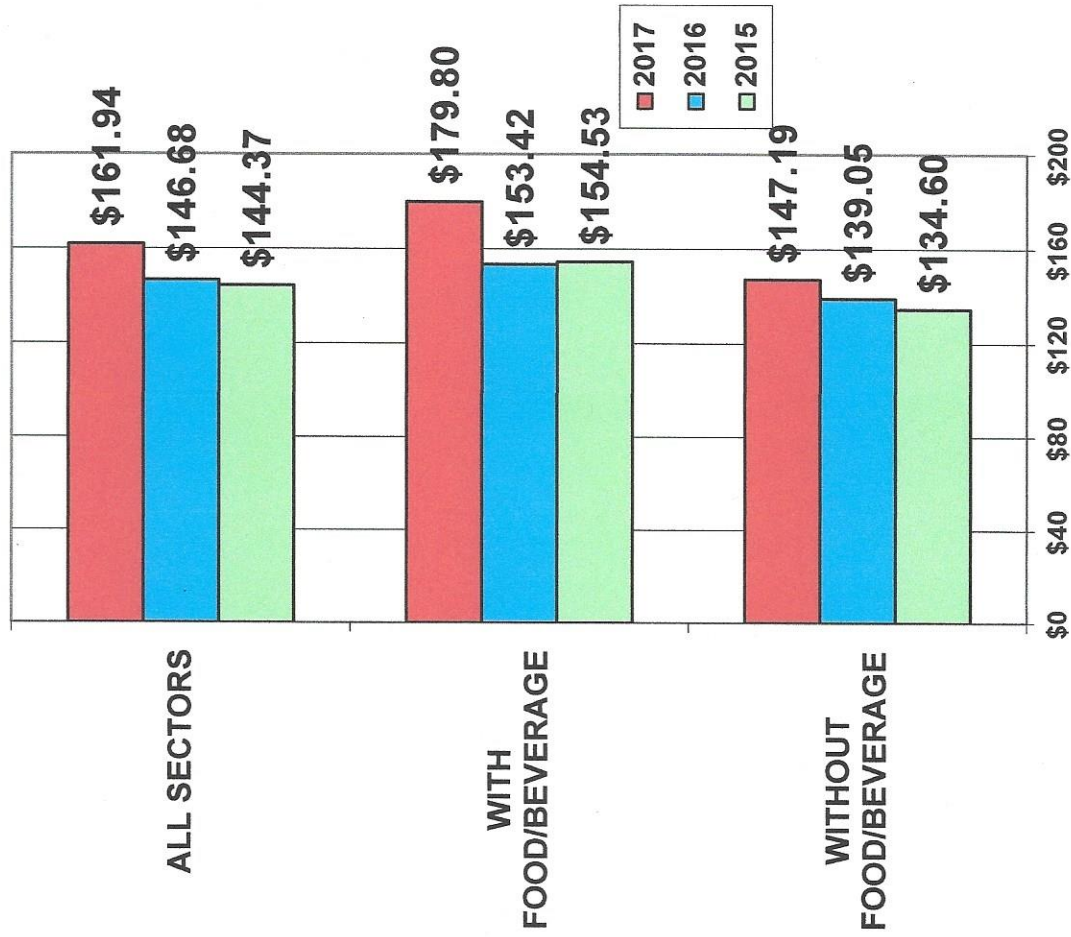
**VOLUSIA REV/PAR BY MEETING &
CONVENTION FACILITIES -
FEBRUARY 2015 - 2017**



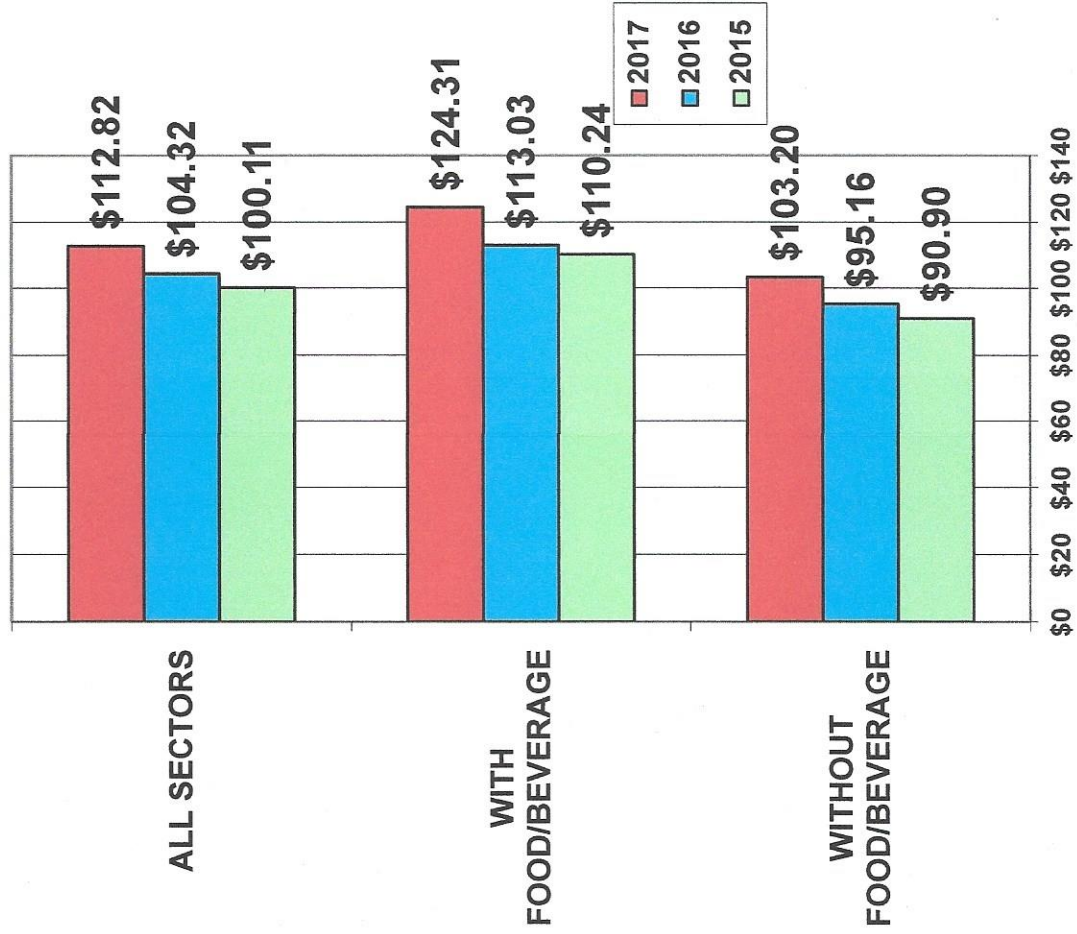
**VOLUSIA OCCUPANCY BY
FOOD/BEVERAGE -
FEBRUARY 2015 - 2017**



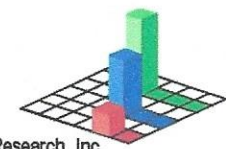
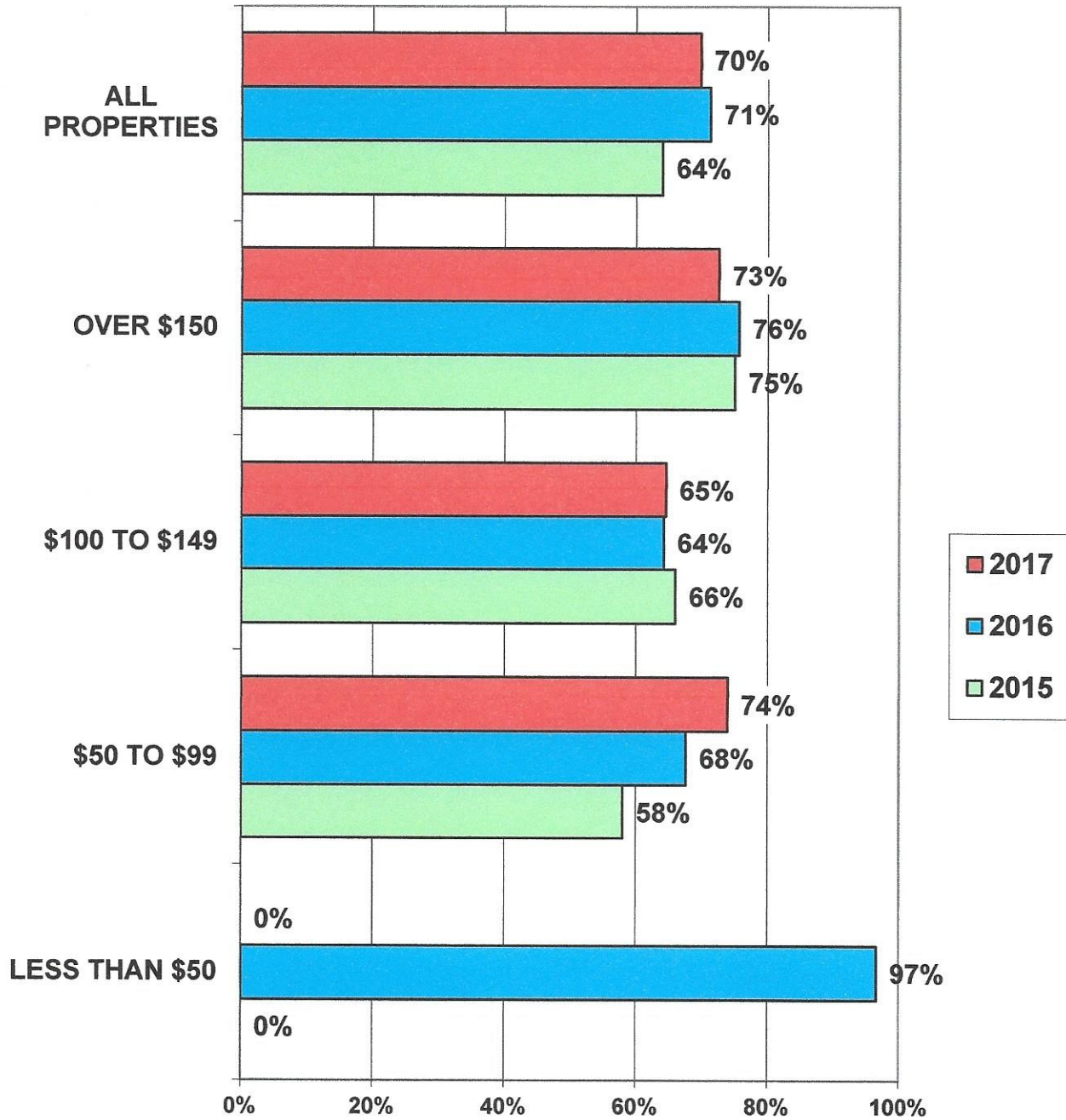
**VOLUSIA AVERAGE DAILY RATE BY
FOOD/BEVERAGE
FEBRUARY 2015 - 2017**



**VOLUSIA REV/PAR BY
FOOD/BEVERAGE -
FEBRUARY 2015 - 2017**

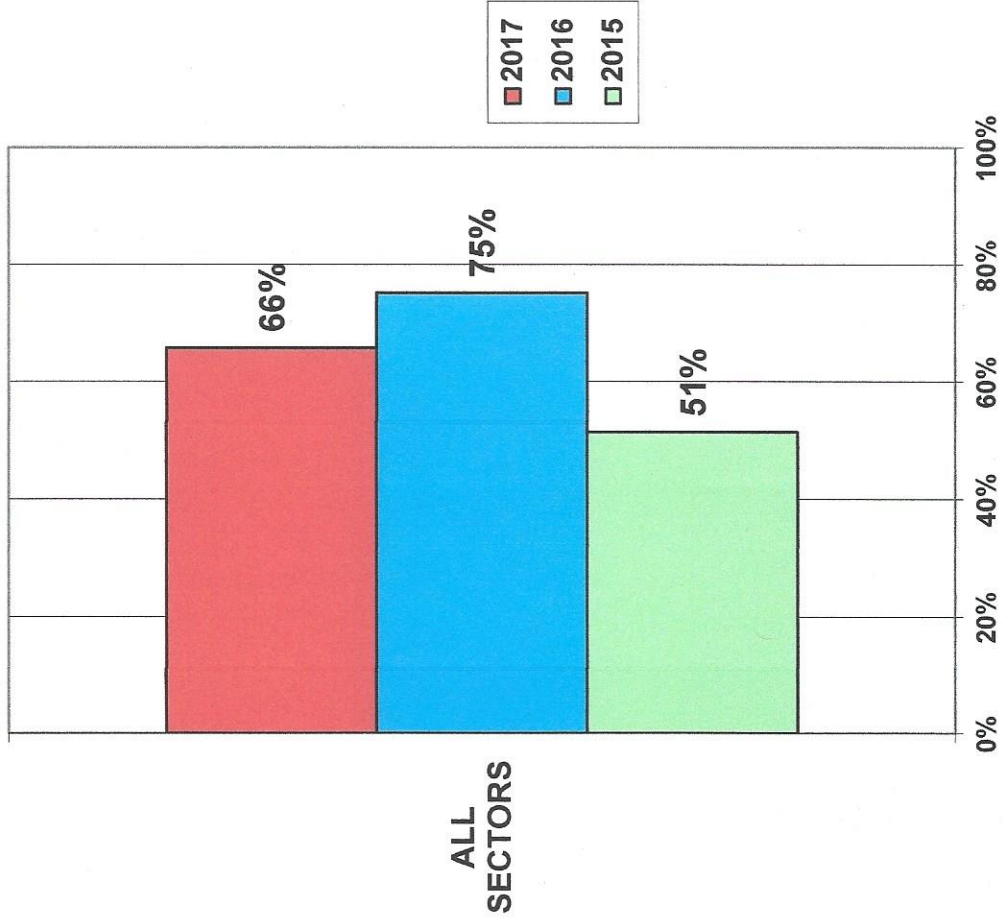


DAYTONA BEACH HOTEL/MOTEL OCCUPANCY 2015 - 2017

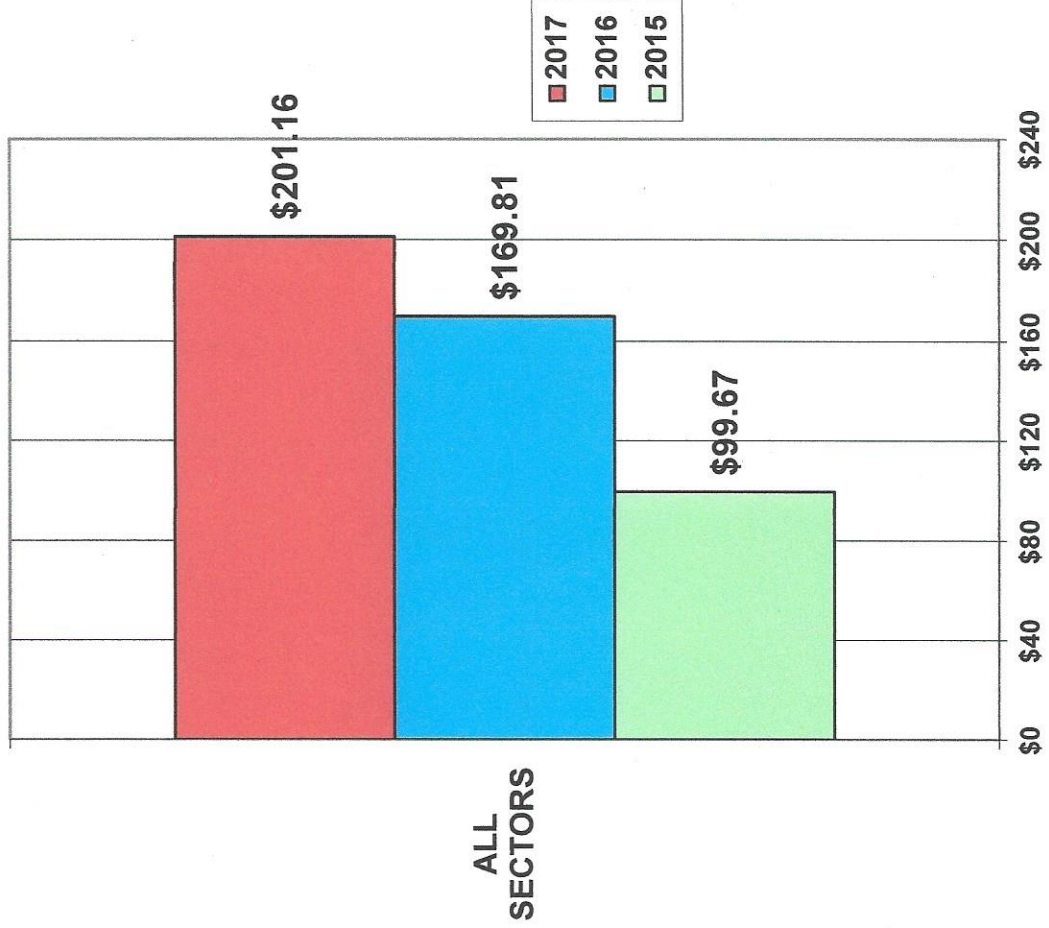


Mid-Florida Marketing & Research, Inc.

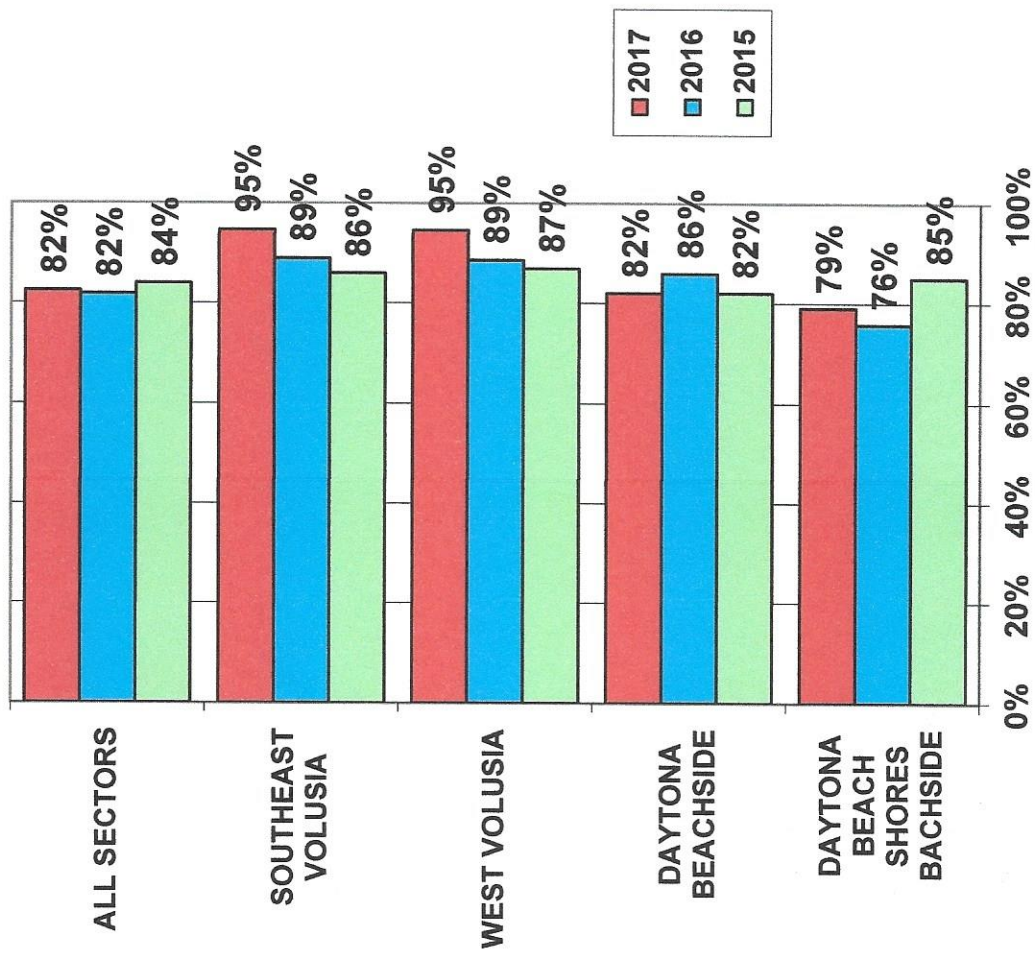
**VOLUSIA OCCUPANCY
BY CONDO/TIMESHARES -
FEBRUARY 2015 - 2017**



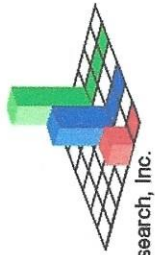
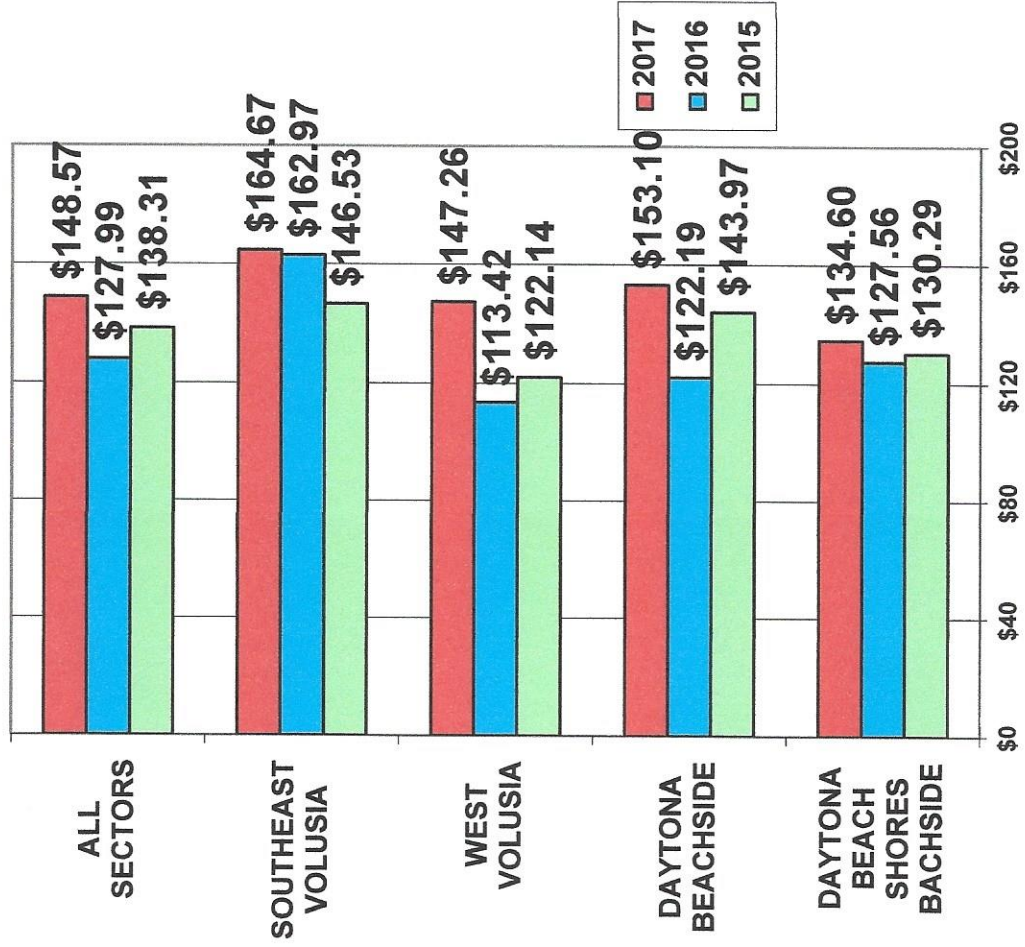
**VOLUSIA AVERAGE DAILY RATE BY
CONDO/TIMESHARES -
FEBRUARY 2015 - 2017**



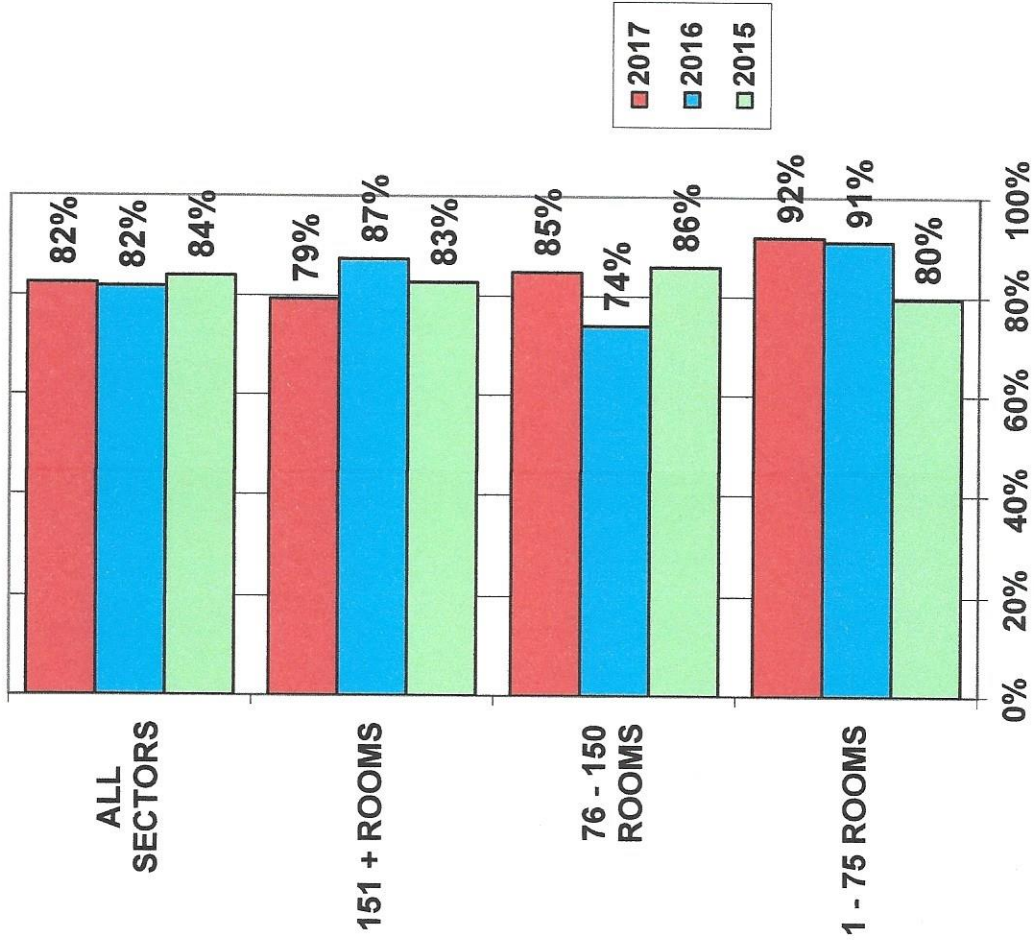
**VOLUSIA OCCUPANCY
BY AREA SECTOR-
ADVANCE AUTO PARTS CLASH
FEBRUARY 2015 - 2017**



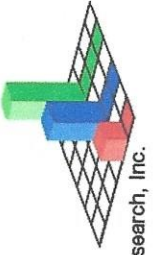
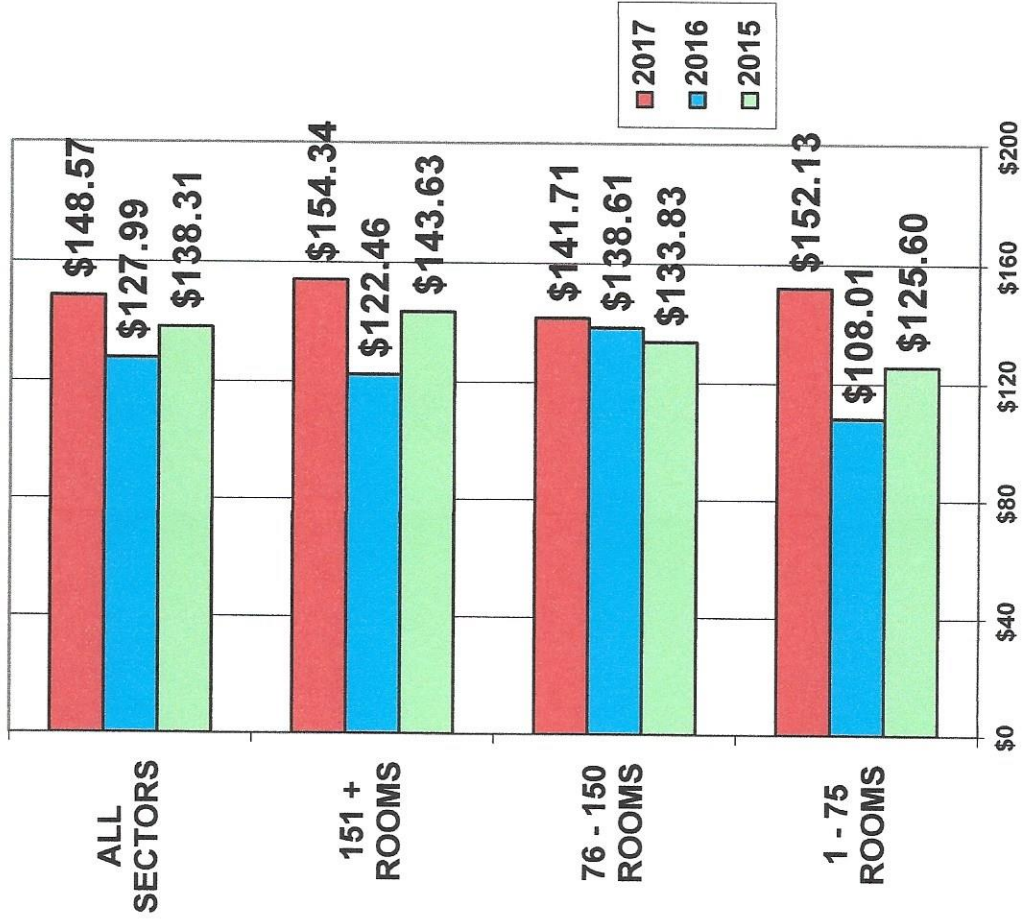
**VOLUSIA AVERAGE DAILY RATE
BY AREA SECTOR-
ADVANCE AUTO PARTS CLASH
FEBRUARY 2015 - 2017**



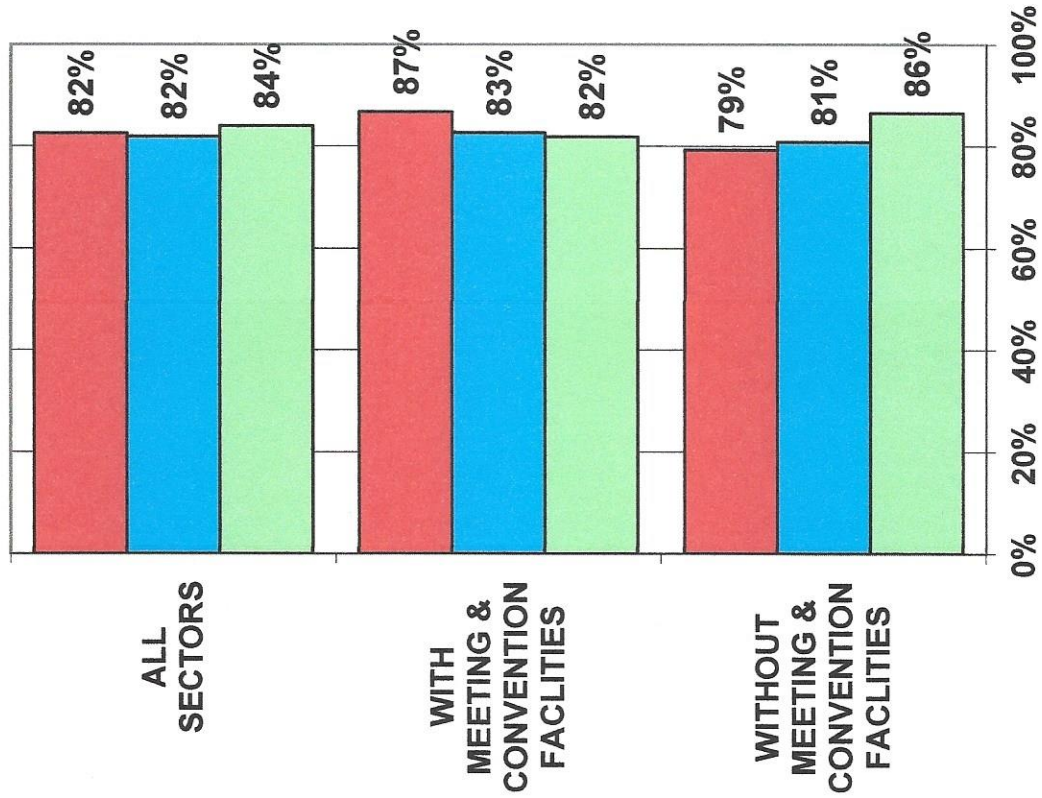
**VOLUSIA OCCUPANCY
BY PROPERTY SIZE -
ADVANCE AUTO PARTS CLASH
FEBRUARY 2015 - 2017**



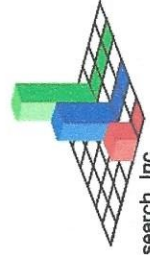
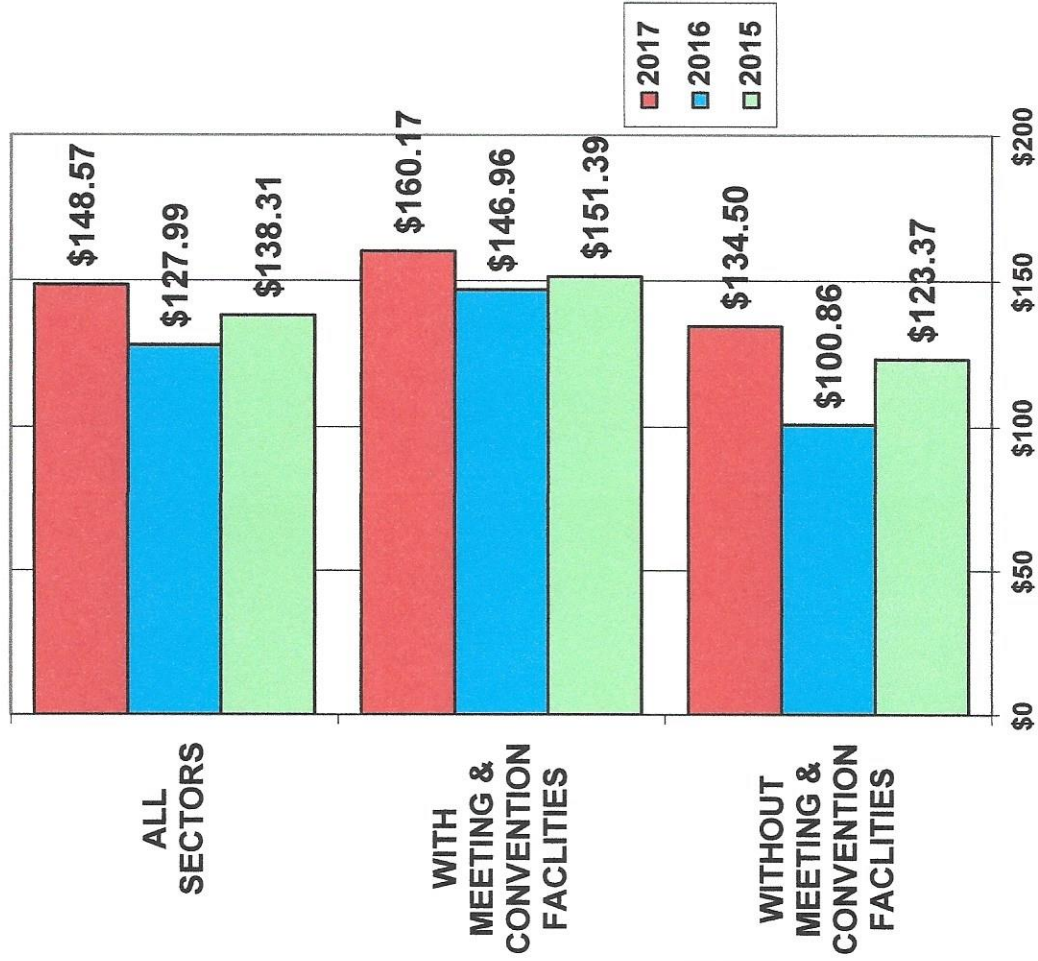
**VOLUSIA AVERAGE DAILY RATE
BY PROPERTY SIZE -
ADVANCE AUTO PARTS CLASH
FEBRUARY 2015 - 2017**



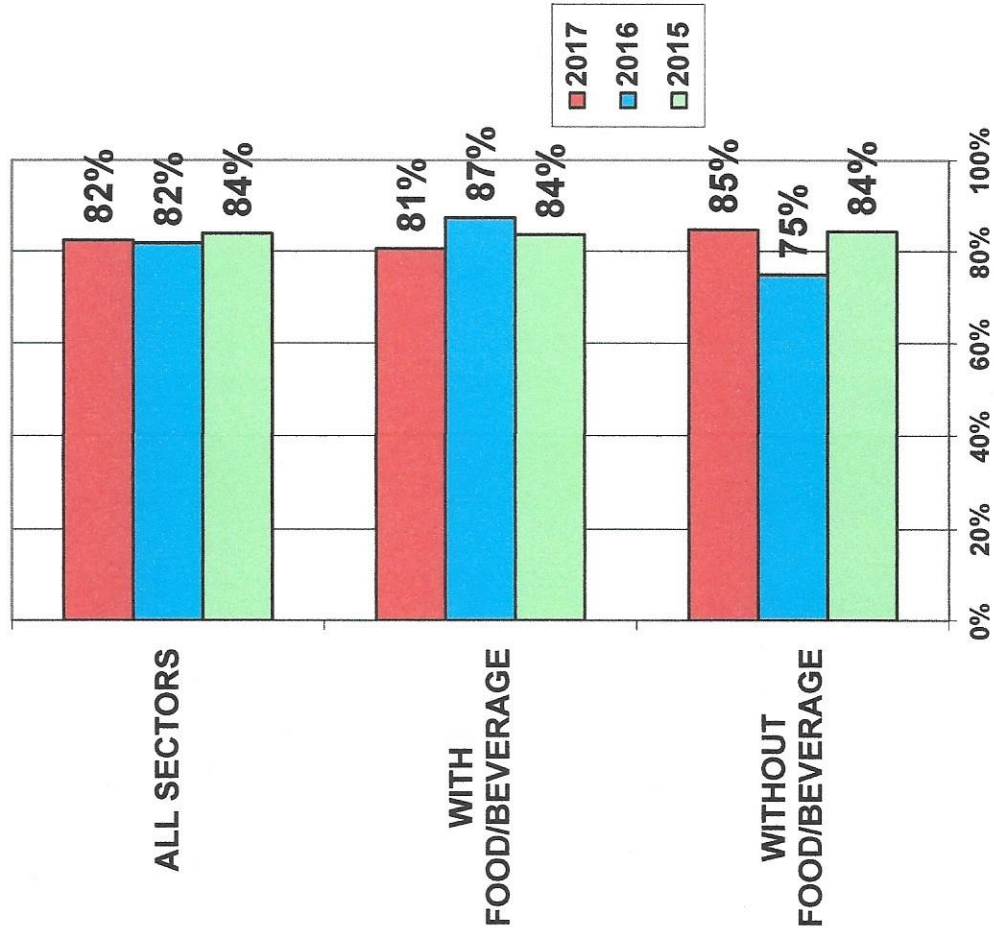
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - ADVANCE AUTO PARTS CLASH FEBRUARY 2015 - 2017



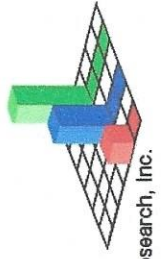
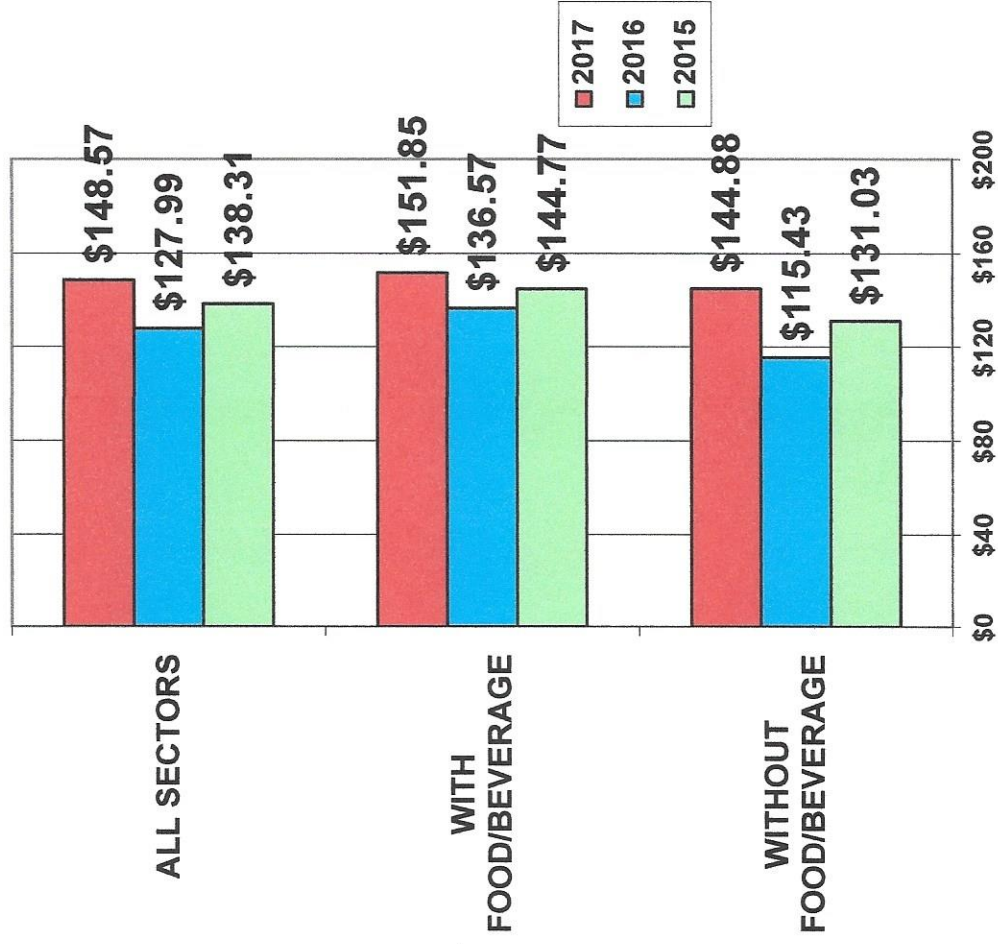
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - SPRINT UNLIMITED FEBRUARY 2015 - 2017



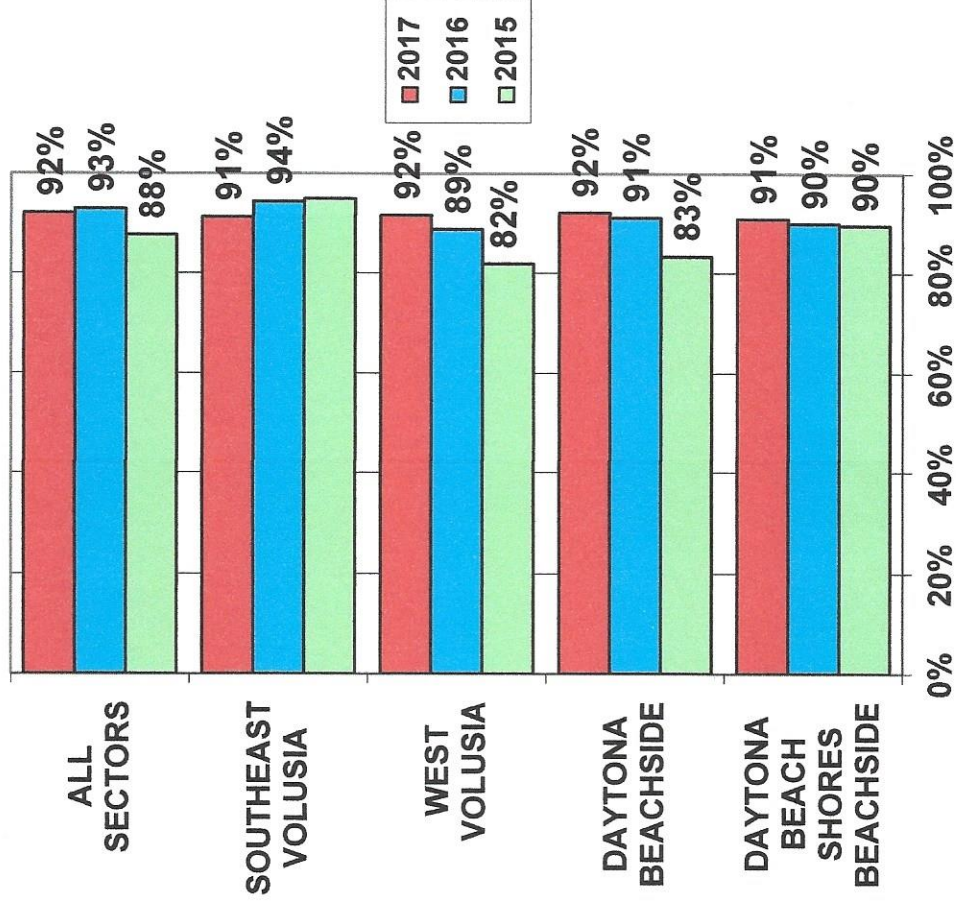
**VOLUSIA OCCUPANCY BY
FOOD/BEVERAGE -
ADVANCE AUTO PARTS CLASH
FEBRUARY 2015 - 2017**



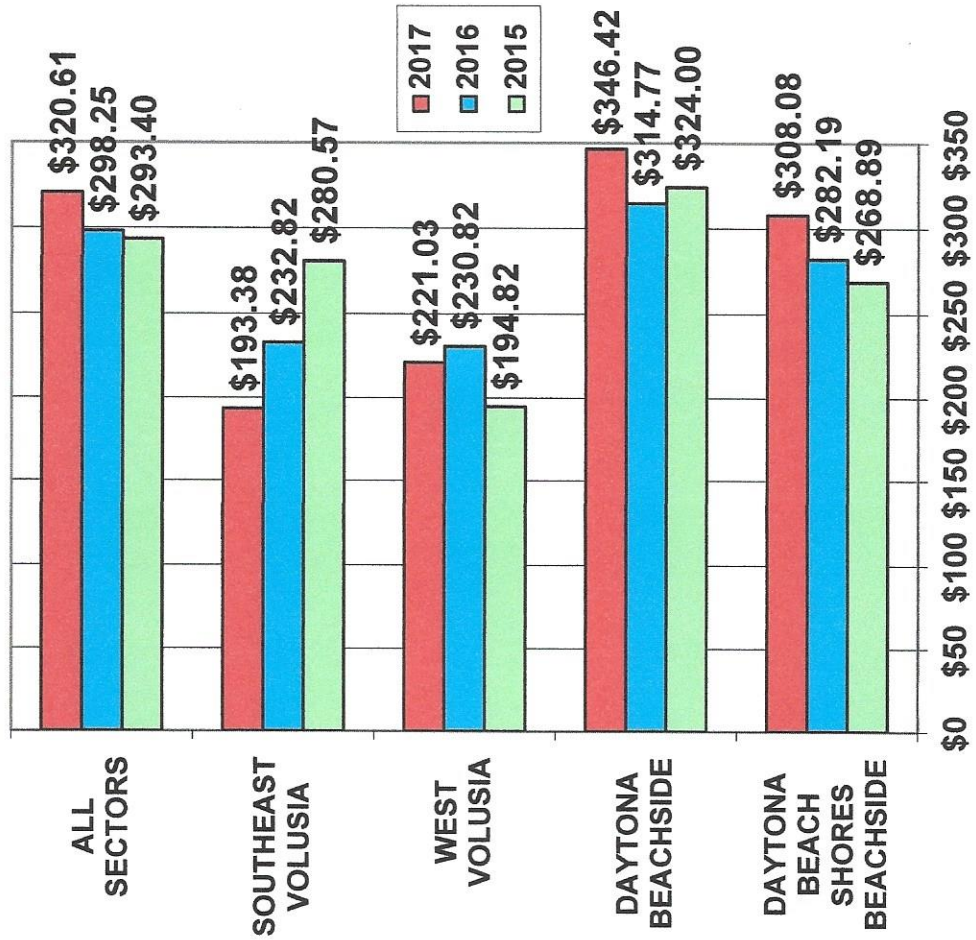
**VOLUSIA AVERAGE DAILY RATE BY
FOOD/BEVERAGE
ADVANCE AUTO PARTS CLASH
FEBRUARY 2015 - 2017**



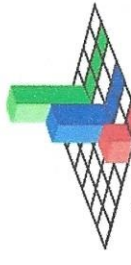
**VOLUSIA OCCUPANCY
BY AREA SECTORS -
DAYTONA 500
FEBRUARY 2015 - 2017**



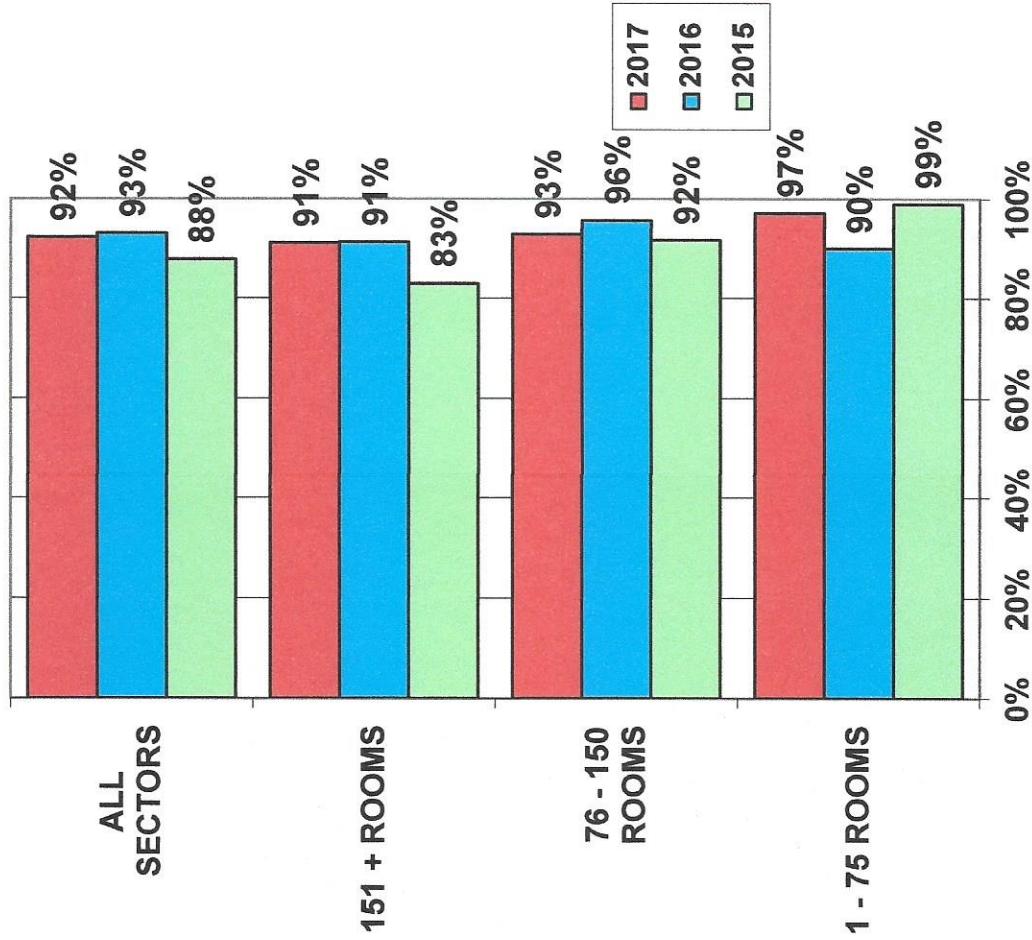
**VOLUSIA AVERAGE DAILY RATE
BY AREA SECTORS -
DAYTONA 500
FEBRUARY 2015 - 2017**



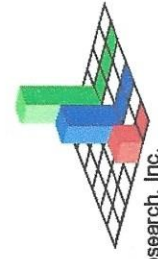
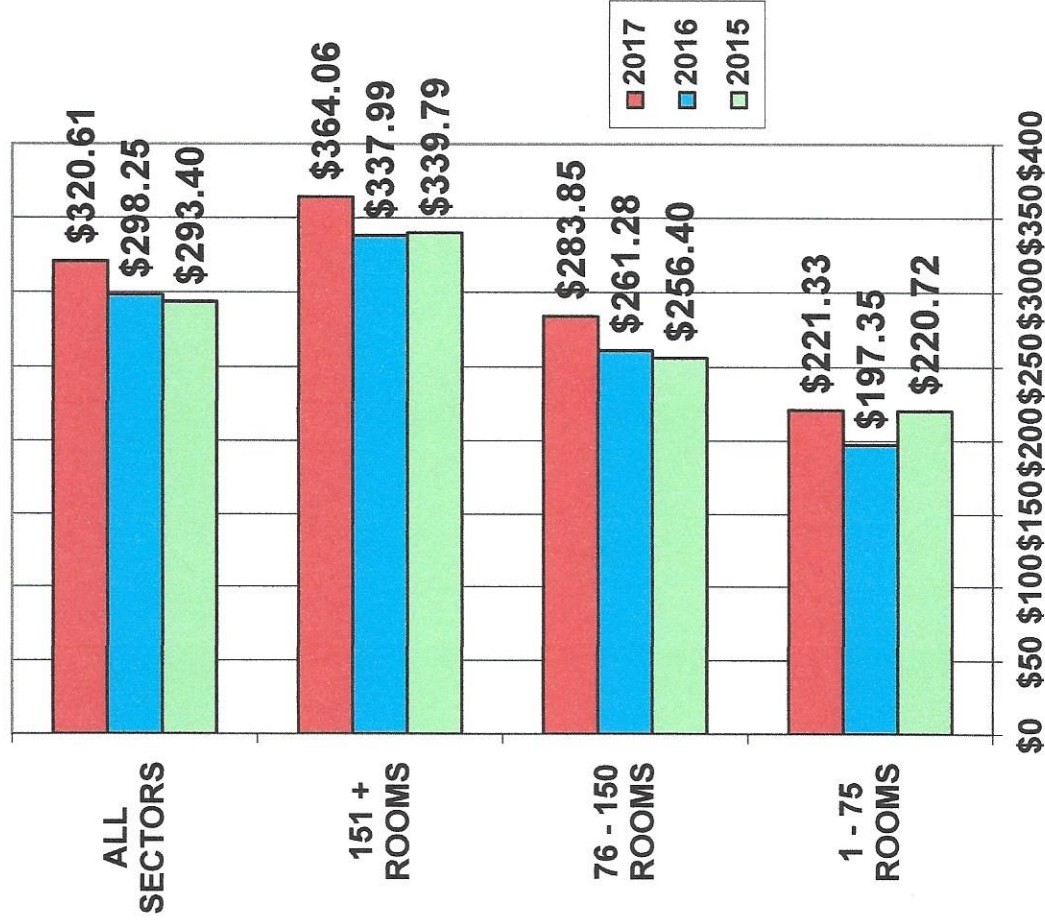
AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.



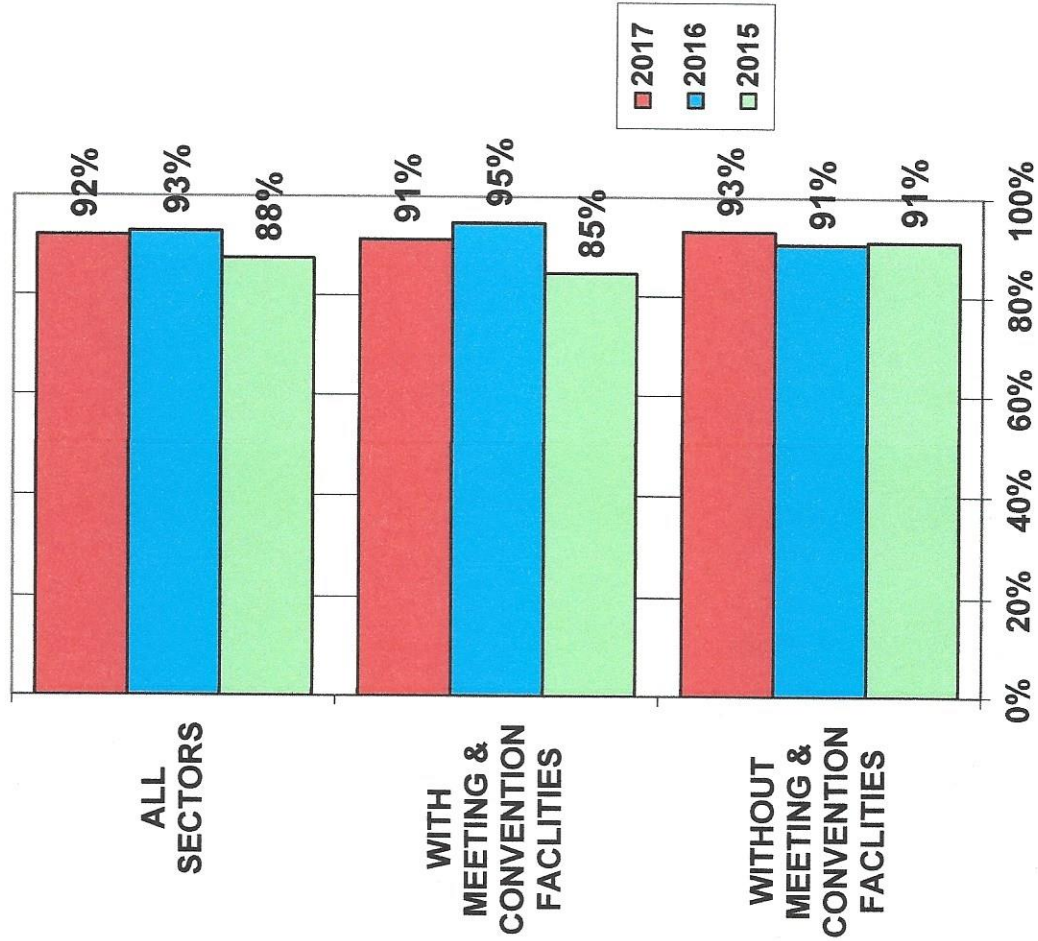
**VOLUSIA OCCUPANCY
BY PROPERTY SIZE -
DAYTONA 500
FEBRUARY 2015 - 2017**



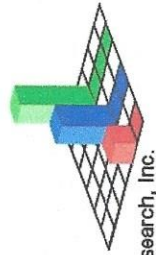
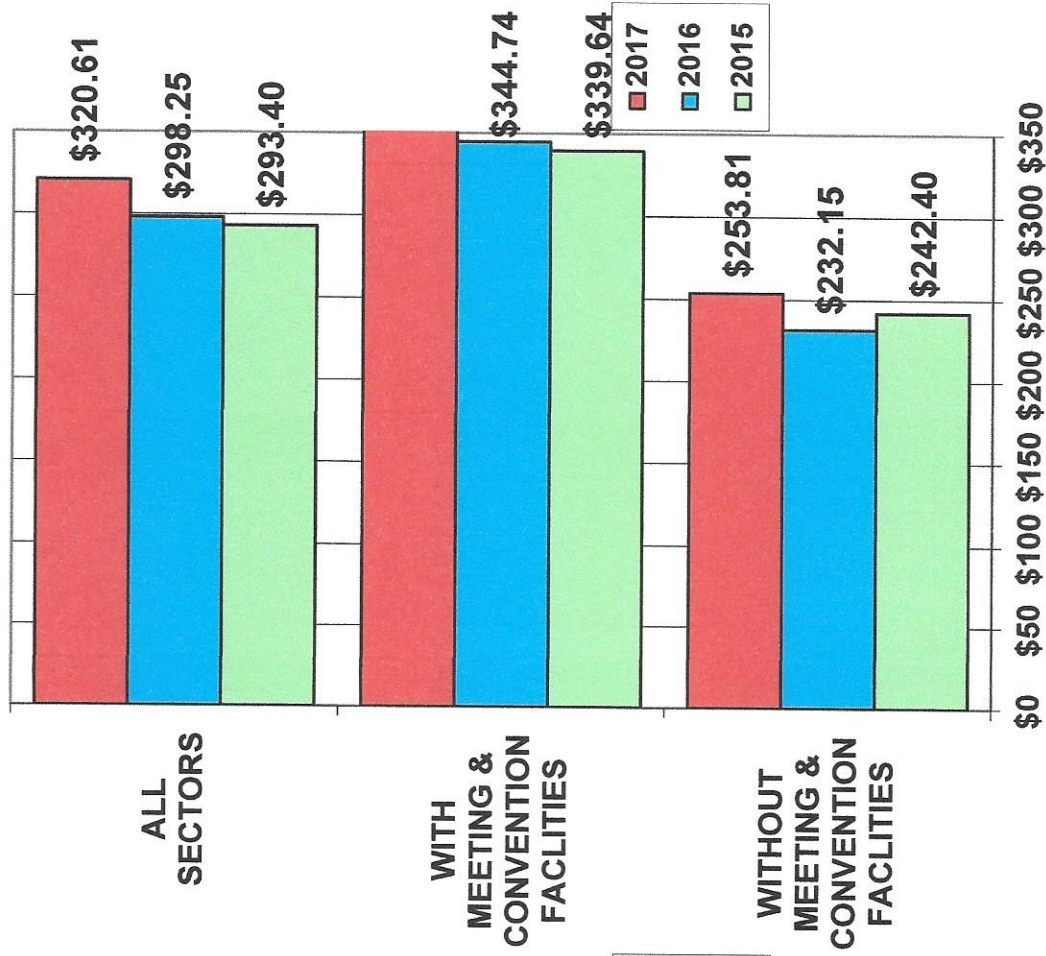
**VOLUSIA AVERAGE DAILY RATE BY
PROPERTY SIZE -
DAYTONA 500
FEBRUARY 2015 - 2017**



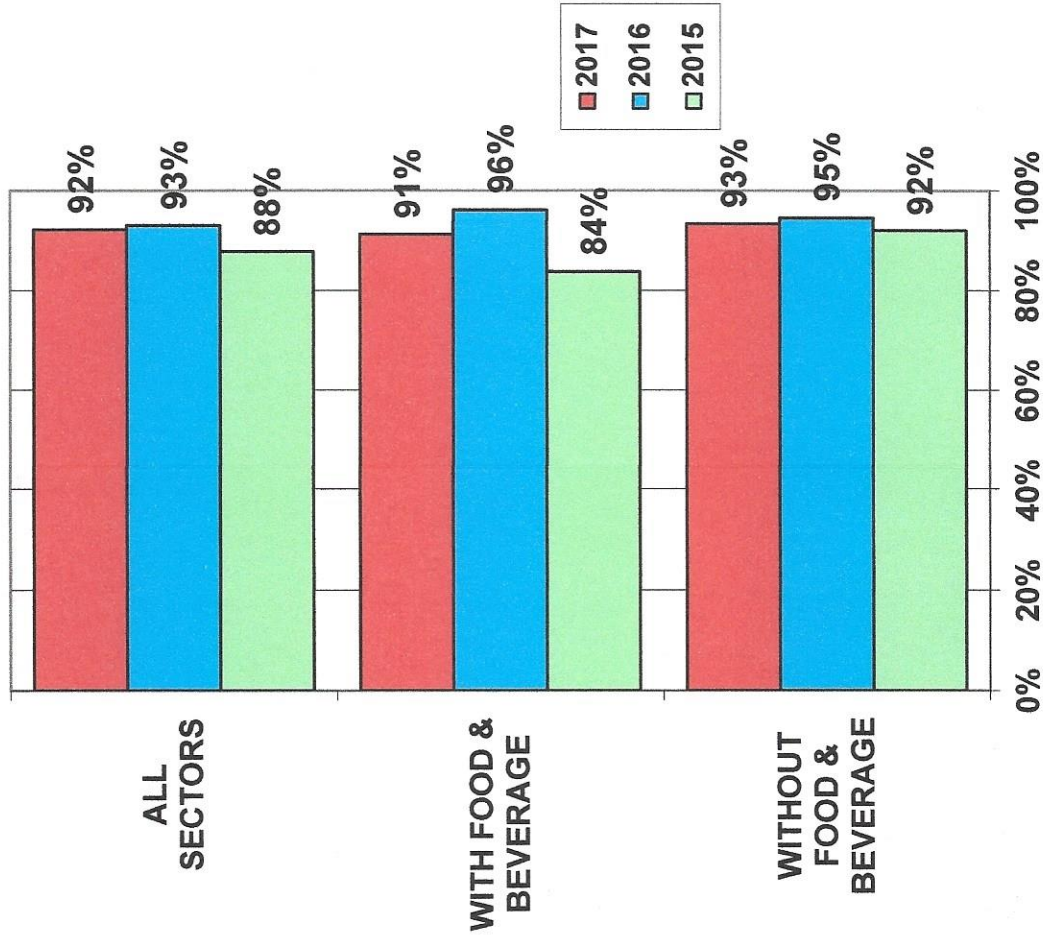
**VOLUSIA OCCUPANCY
BY MEETING & CONVENTION FACILITIES -
DAYTONA 500
FEBRUARY 2015 - 2017**



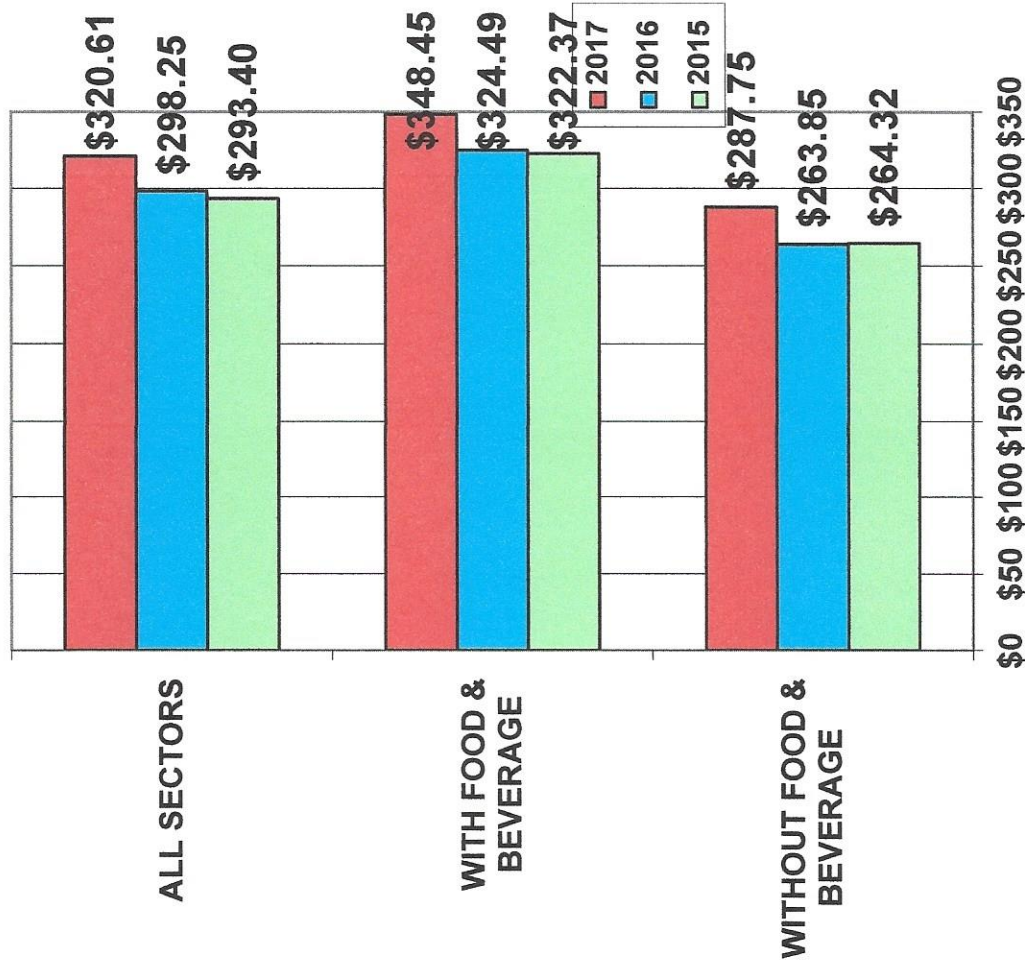
**VOLUSIA AVERAGE DAILY RATE
BY MEETING & CONVENTION FACILITIES -
DAYTONA 500
FEBRUARY 2015 - 2017**



**VOLUSIA OCCUPANCY BY
FOOD/BEVERAGE -
DAYTONA 500
FEBRUARY 2015 - 2017**



**VOLUSIA AVERAGE DAILY RATE
BY FOOD/BEVERAGE
DAYTONA 500
FEBRUARY 2015 - 2017**



**PARTICIPATING PROPERTIES
BY AREA SECTOR**

MONTHS REPORTING 2017

	<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													
ACAPULCO HOTEL & RESORT	133												CLOSED
BAHAMA HOUSE	95	X	X										
BEST WESTERN PLUS AKU TIKI	132	X	X										
EL CARIBE RESORT & CONF. CENTER	112	X	X										
HAMPTON DAYTONA SHORES OCEANFRONT	111	X	X										
HOLIDAY INN EXPRESS OCEANFRONT	100												CLOSED
HYATT PLACE	143	X	X										
LEXINGTON INN & SUITES	101	X	X										
OCEAN COURT MOTEL	33	X	X										
OCEANSIDE INN	191	X	X										
PERRY'S OCEAN EDGE RESORT	200	X	X										
SHORES RESORT & SPA	212	X	X										
SUN VIKING LODGE	91	X	X										
DAYTONA BEACHSIDE													
BEST WESTERN DAYTONA INN	96	X	X										
DAYTONA BEACH REGENCY	98	--	X										
DAYTONA BEACH RESORT	303	X	X										
DAYTONA INN BEACH RESORT	50		X										
HILTON DAYTONA BEACH RESORT	742	X	X										
HOLIDAY INN HOTEL ON THE OCEAN	123	X	X										
HOLIDAY INN RESORT DAYTONA	188	X	X										
LA PLAYA RESORT	238												CLOSED
NAUTILUS INN	90	X	X										
OCEAN BREEZE CLUB HOTEL	206	X	X										
PLAZA RESORT & SPA	322	X	X										
SILVER BEACH CLUB	74												CLOSED
THE VILLA BED AND BREAKFAST	4	X	X										
WYNDHAM OCEAN WALK	127	X	X										

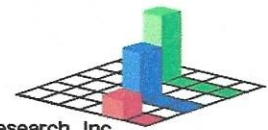


**PARTICIPATING PROPERTIES
BY AREA SECTOR**

MONTHS REPORTING 2017

	<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										
CORAL SANDS OCEAN FRONT	102	--	X										
COVE ON ORMOND BEACH	112								CLOSED				
HIGHWAY I-95 INTERSECTIONS													
BEST WESTERN SPEEDWAY	151	X	X										
*COUNTRY INN & SUITES PORT ORANGE	87	X	X										
HAMPTON INN - ORMOND BEACH	84												
HOWARD JOHNSON DESTINATION DAYTONA	79	X	X										
SLEEP INN	82	X	X										
AIRPORT/SPEEDWAY DISTRICT													
DAYTONA BEACH COURTYARD	122	X	X										
DAYTONA BEACH RESIDENCE INN	122	X	X										
HAMPTON INN AIRPORT	122	X	X										
HILTON GARDEN INN D B AIRPORT	115	X	X										
HOMWOOD SUITES	94	X	X										
QUALITY INN DAYTONA	64	X	X										
WEST VOLUSIA													
ALLING HOUSE BED AND BREAKFAST ORANGE CITY	8	X	X										
ARTISAN DOWNTOWN	8	X	X										
COMFORT INN DELAND	68	X	X										
DAYS INN ORANGE CITY	37	X	X										
HAMPTON INN DEBARY	76	X	X										
HAMPTON INN DELAND	112	X	X										
HONTOON LANDING	18	X	X										
SE VOLUSIA													
BEST WESTERN HOTEL	101	X	X										
COASTAL WATERS INN	40	X	X										
*COUNTRY INN & SUITES PORT ORANGE	87	X	X										
HAMPTON INN	122	X	X										
INN ON THE AVENUE	6	X	X										
OCEAN TRILLIUM SUITES	32	X	X										

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



Mid-Florida Marketing & Research, Inc.