

Memo

To: HAAA
From: Evelyn Fine
Date: April 3, 2018
Subject: February 2018 Occupancy & Average Daily Rate Report

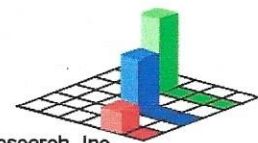
Overall Daytona Beach Area Occupancy increased about 7%, to 75% in February 2018 from 70% in February 2017.

The Daytona Beach Area Average Daily Rate decreased about 5%, to \$ 155.06 in February 2018 from \$ 163.51 in February 2017.

The Daytona Beach Area Revenue per Available Room increased about 1%, to \$ 115.88 in February 2018 from \$ 114.44 in February 2017.

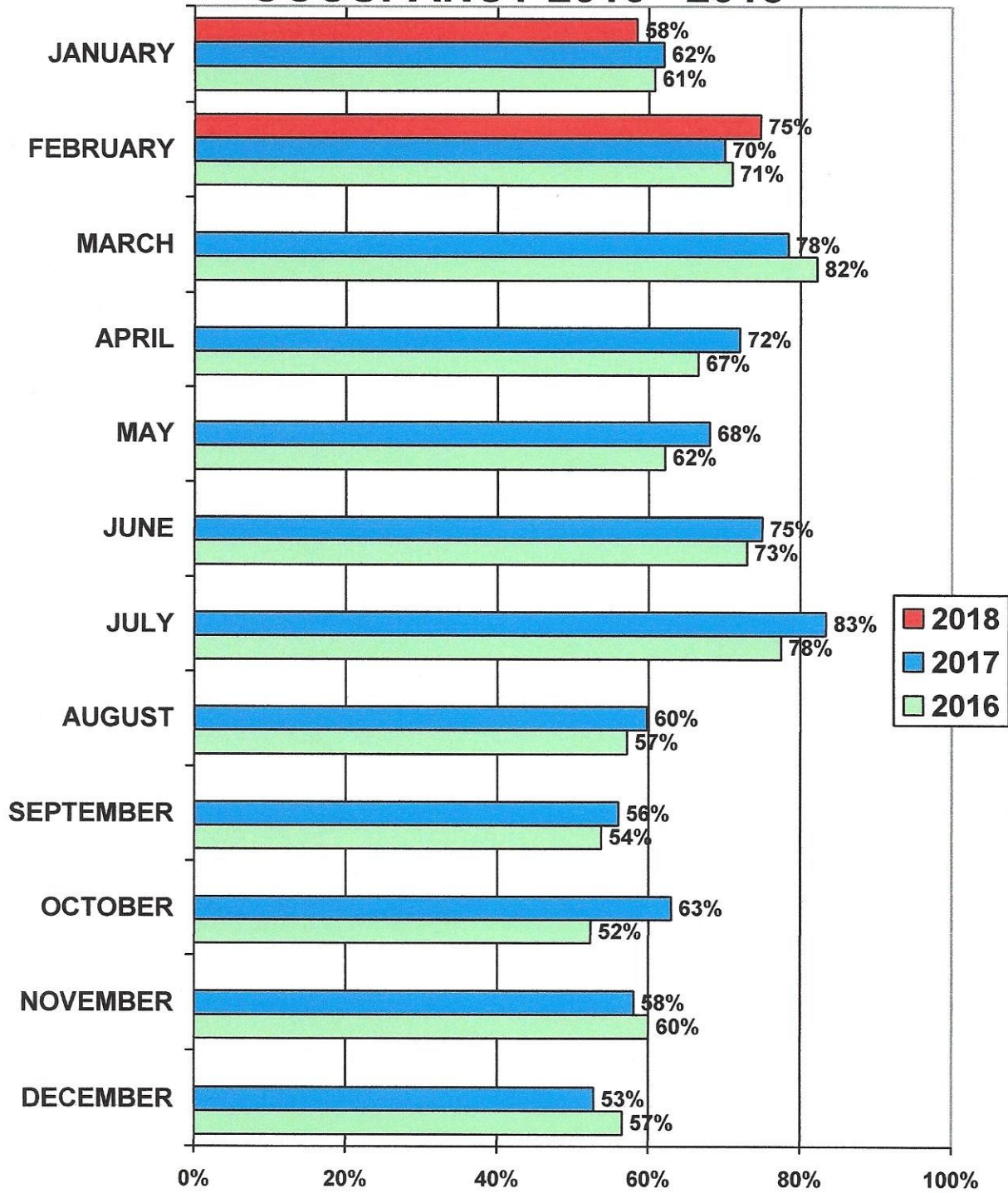
The Advance Auto Parts Clash and the Daytona 500, in addition to many other events at the Speedway, were held in February.

EF/LK



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DAYTONA BEACH HOTEL/MOTEL OCCUPANCY 2016 - 2018



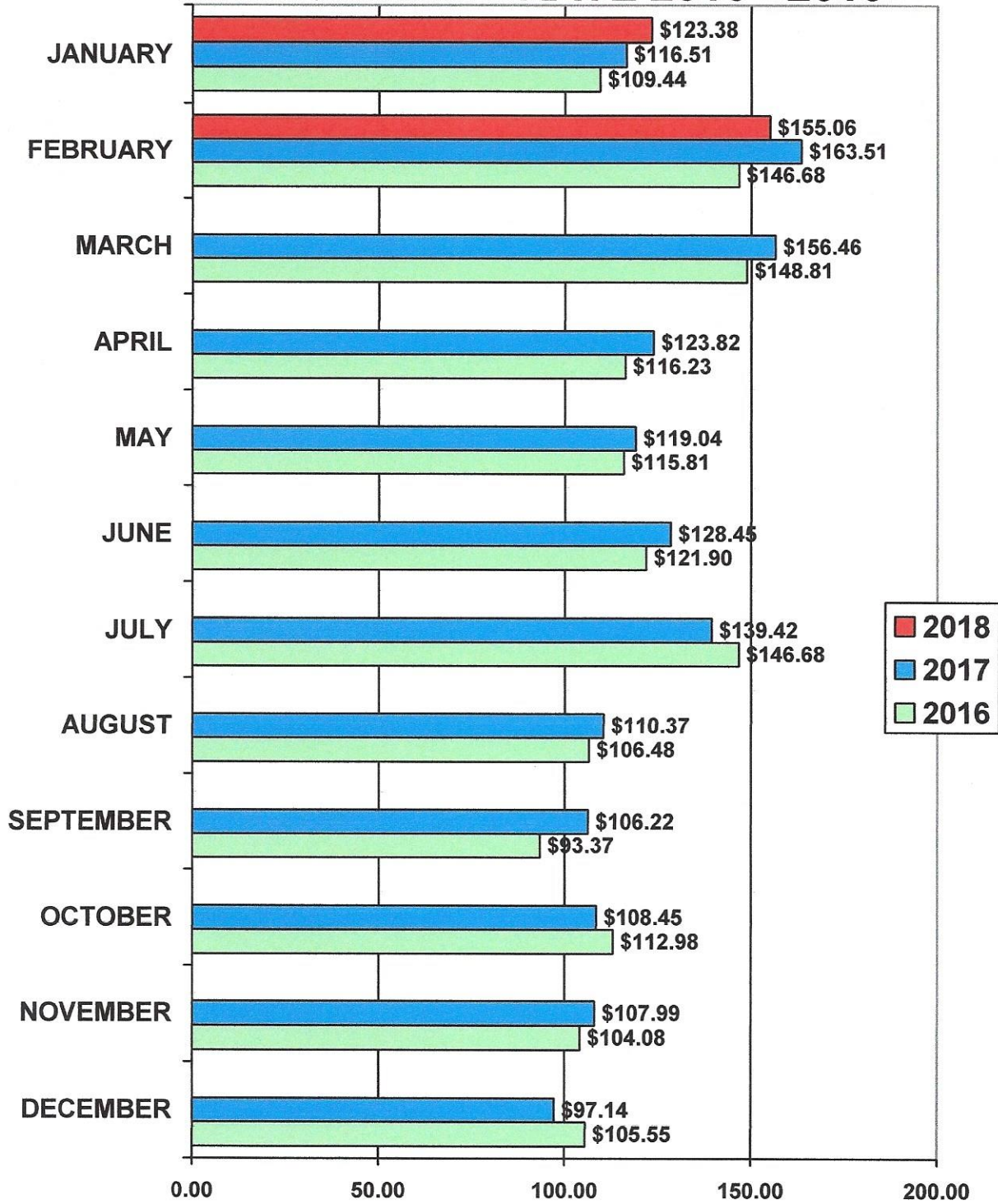
2018 YTD AVG. 66%
2017 YTD AVG. 66%
2016 YTD AVG. 66%

FEBRUARY 2018 HIGH 92%
FEBRUARY 2018 LOW 22%



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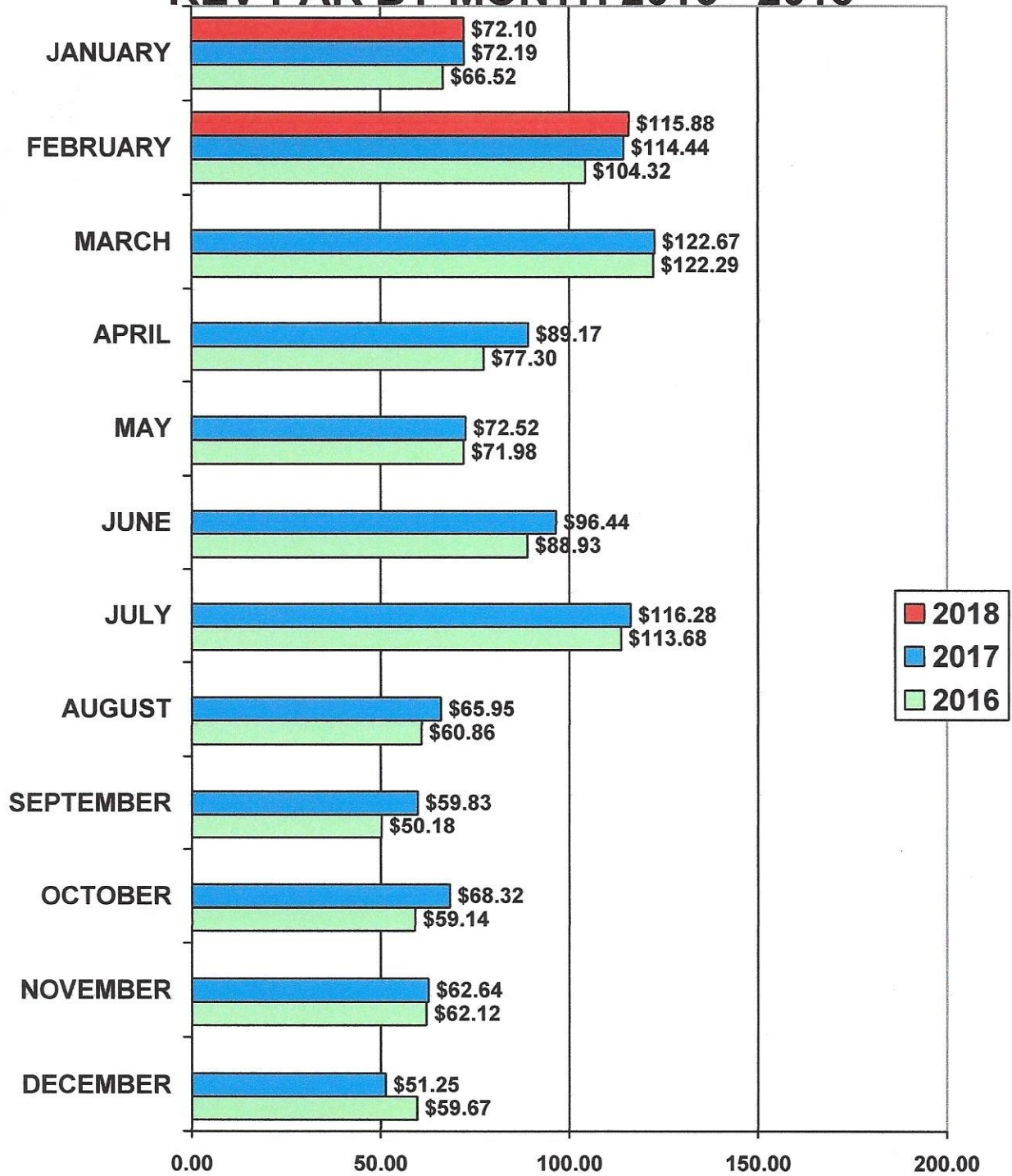
DAYTONA BEACH HOTEL/MOTEL AVERAGE DAILY RATE 2016 - 2018



2018 YTD AVG. \$140.58 FEBRUARY 2018 HIGH \$ 231.57
 2017 YTD AVG. \$141.52 FEBRUARY 2018 LOW \$ 60.75
 2016 YTD AVG. \$129.84



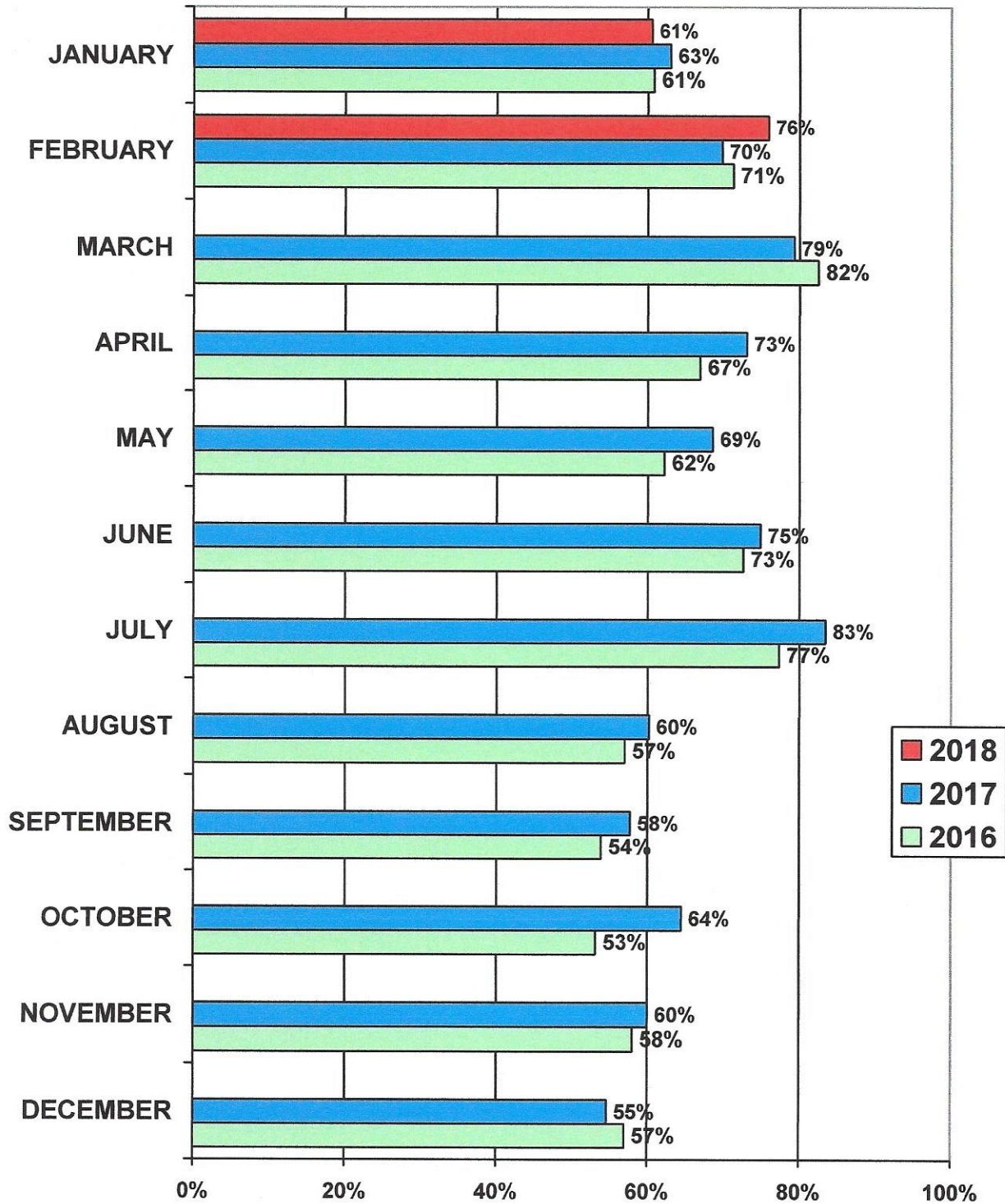
DAYTONA BEACH HOTEL/MOTEL REV PAR BY MONTH 2016 - 2018



2018 YTD AVG. \$ 93.18
 2017 YTD AVG. \$ 93.38
 2016 YTD AVG. \$ 85.75



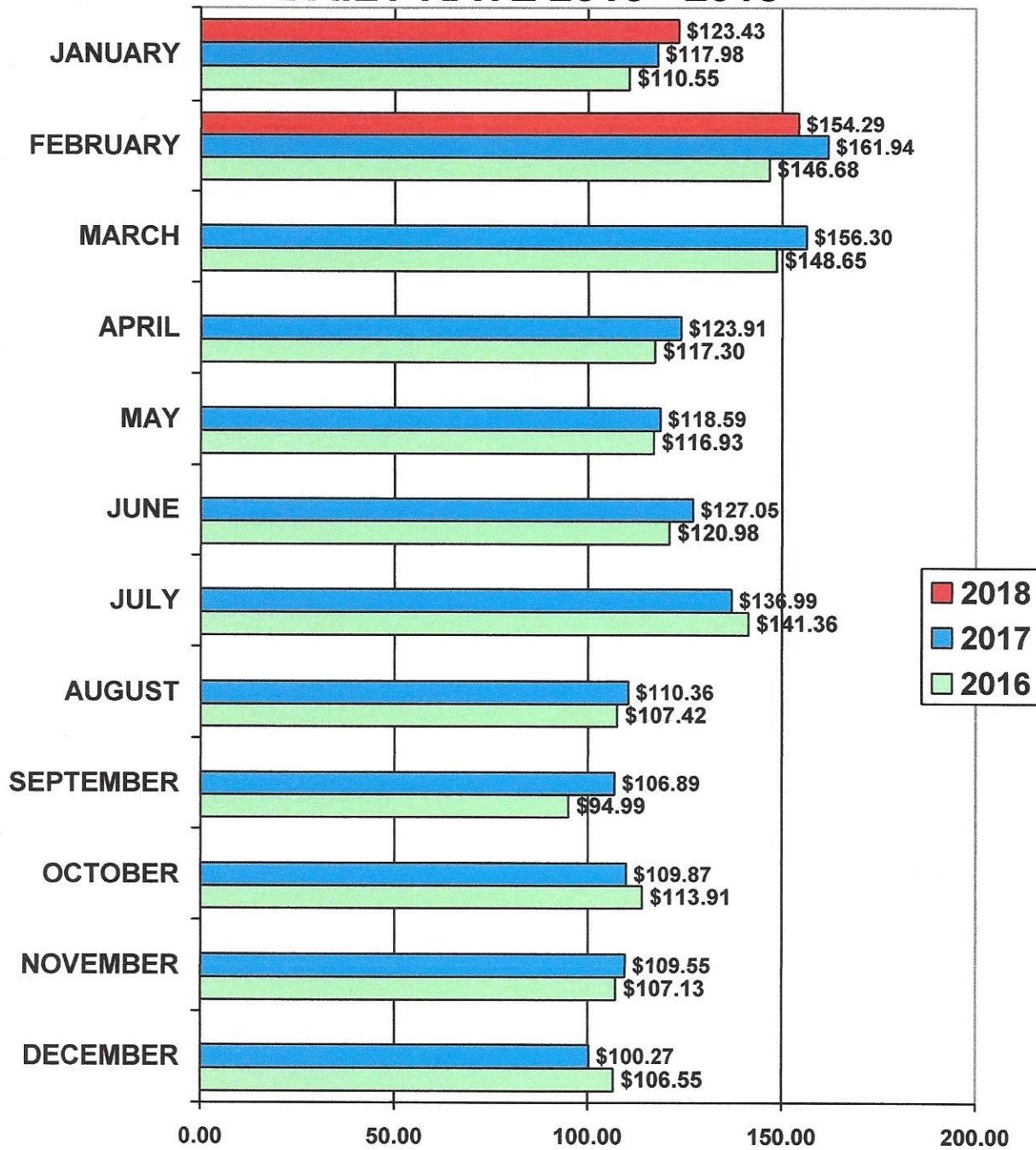
VOLUSIA HOTEL/MOTEL OCCUPANCY 2016 - 2018



2018 YTD AVG. 68% FEBRUARY 2018 HIGH 95%
 2017 YTD AVG. 66% FEBRUARY 2018 LOW 22%
 2016 YTD AVG. 66%



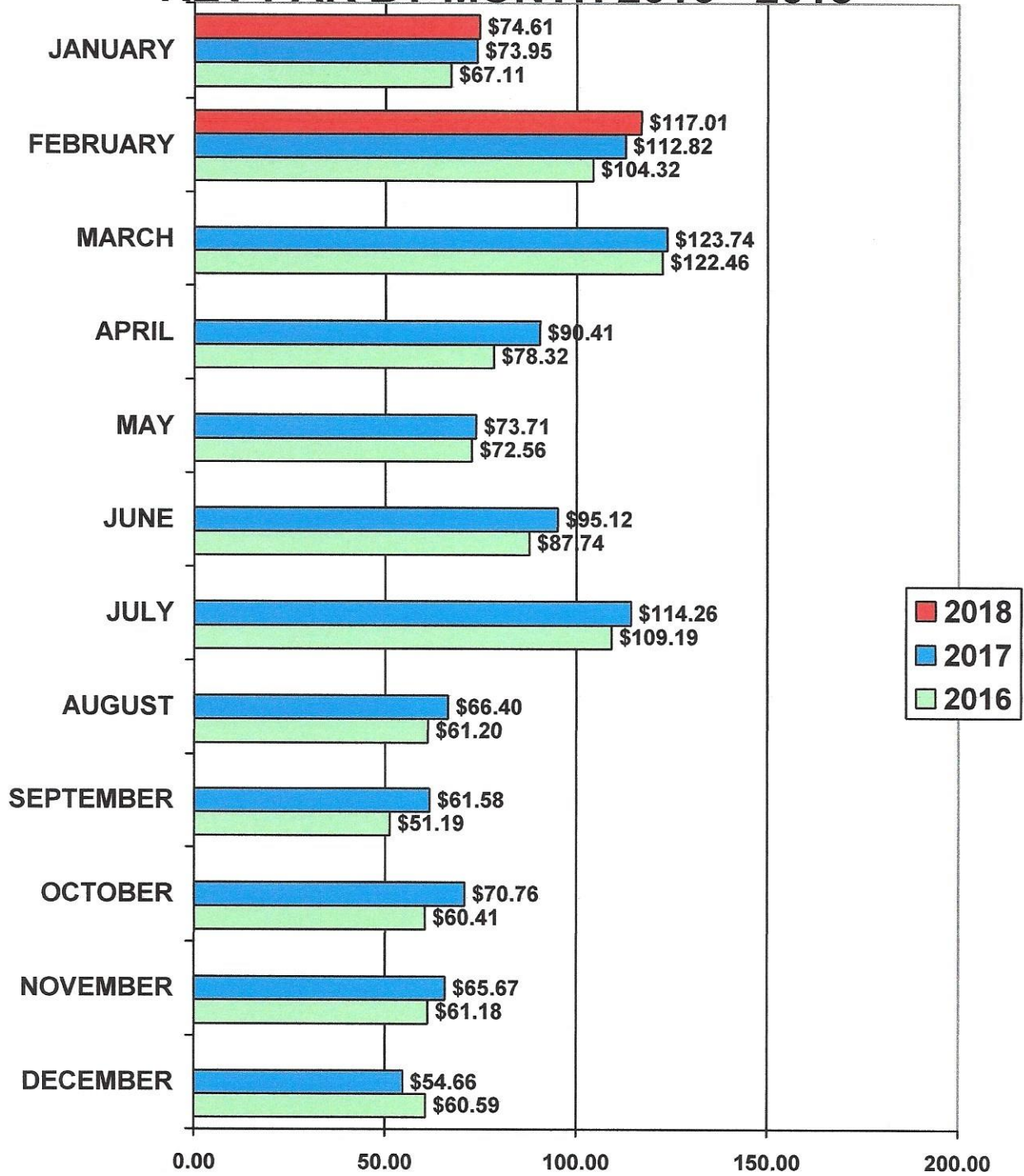
VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2016 - 2018



2018 YTD AVG. \$140.02 FEBRUARY 2018 HIGH \$ 231.57
 2017 YTD AVG. \$141.19 FEBRUARY 2018 LOW \$ 60.75
 2016 YTD AVG. \$129.53



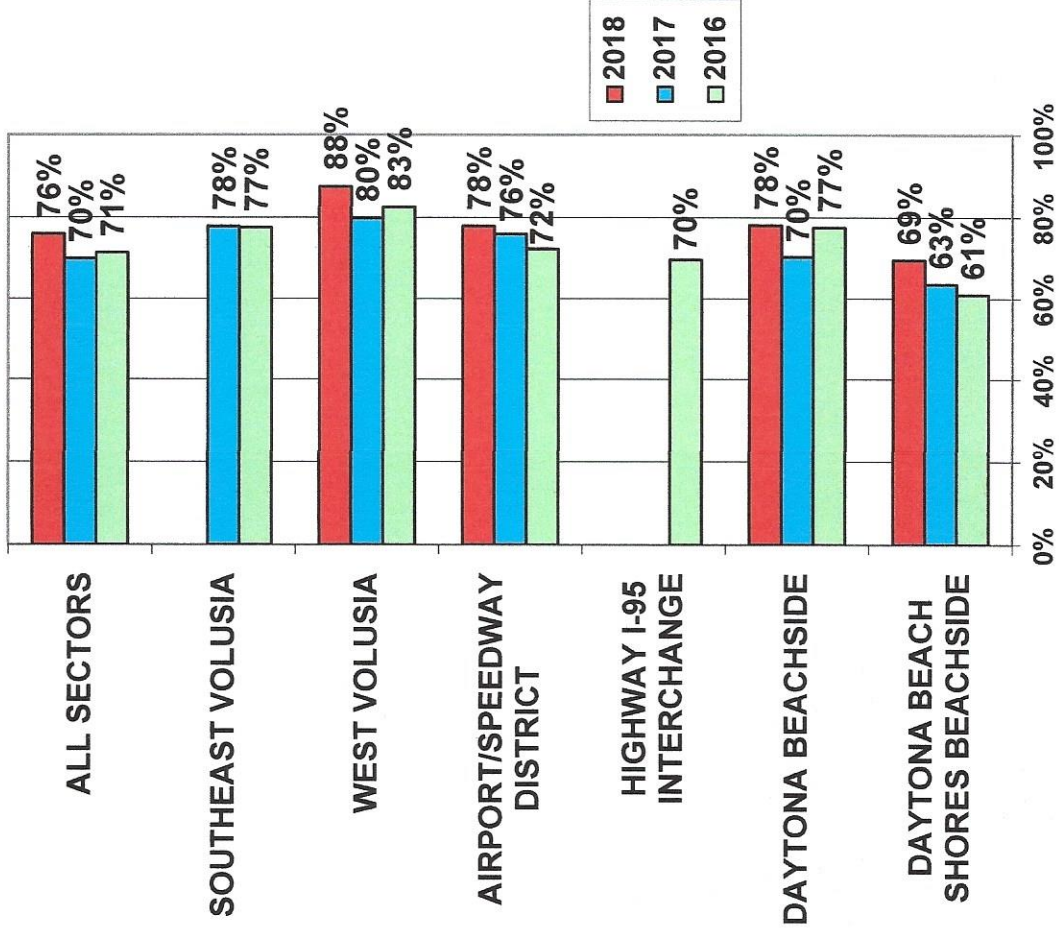
VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2016 - 2018



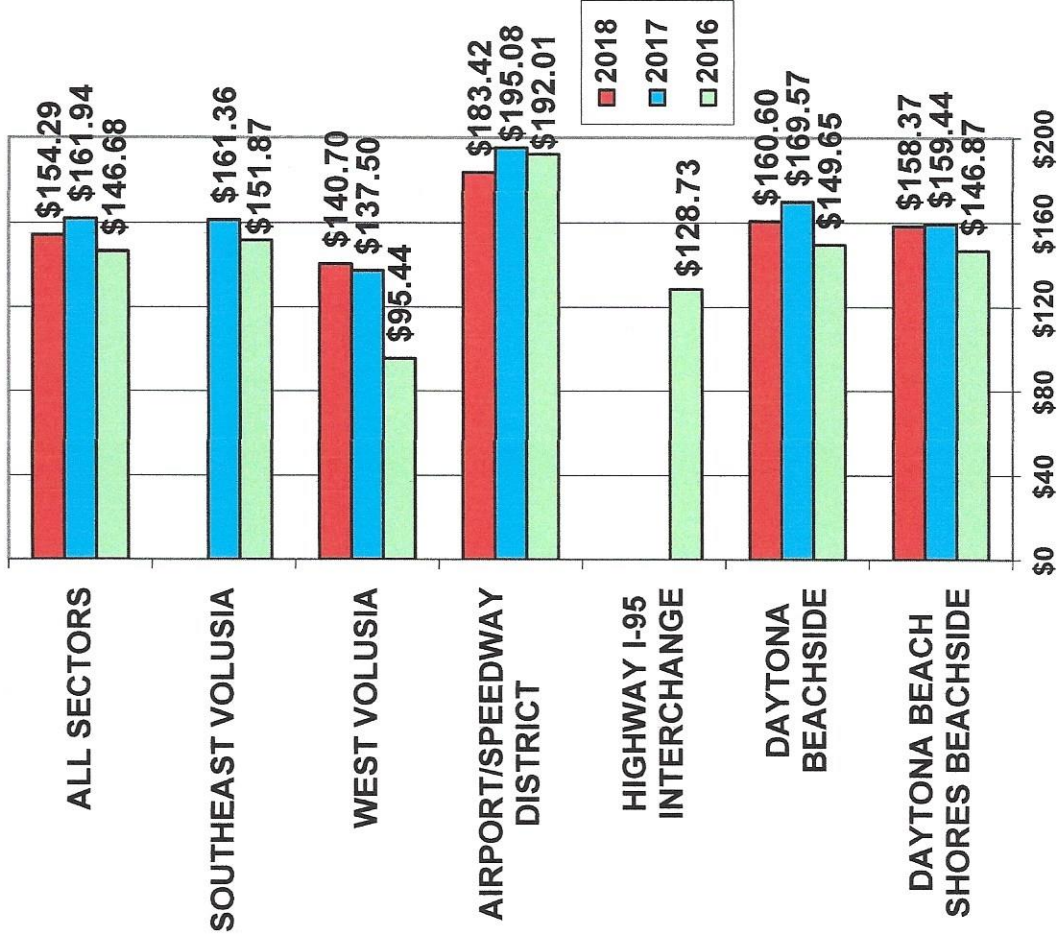
2018 YTD AVG. \$ 95.01
 2017 YTD AVG. \$ 93.45
 2016 YTD AVG. \$ 85.17



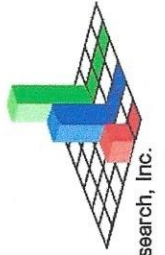
**VOLUSIA OCCUPANCY BY
AREA SECTORS -
FEBRUARY 2016 - 2018**



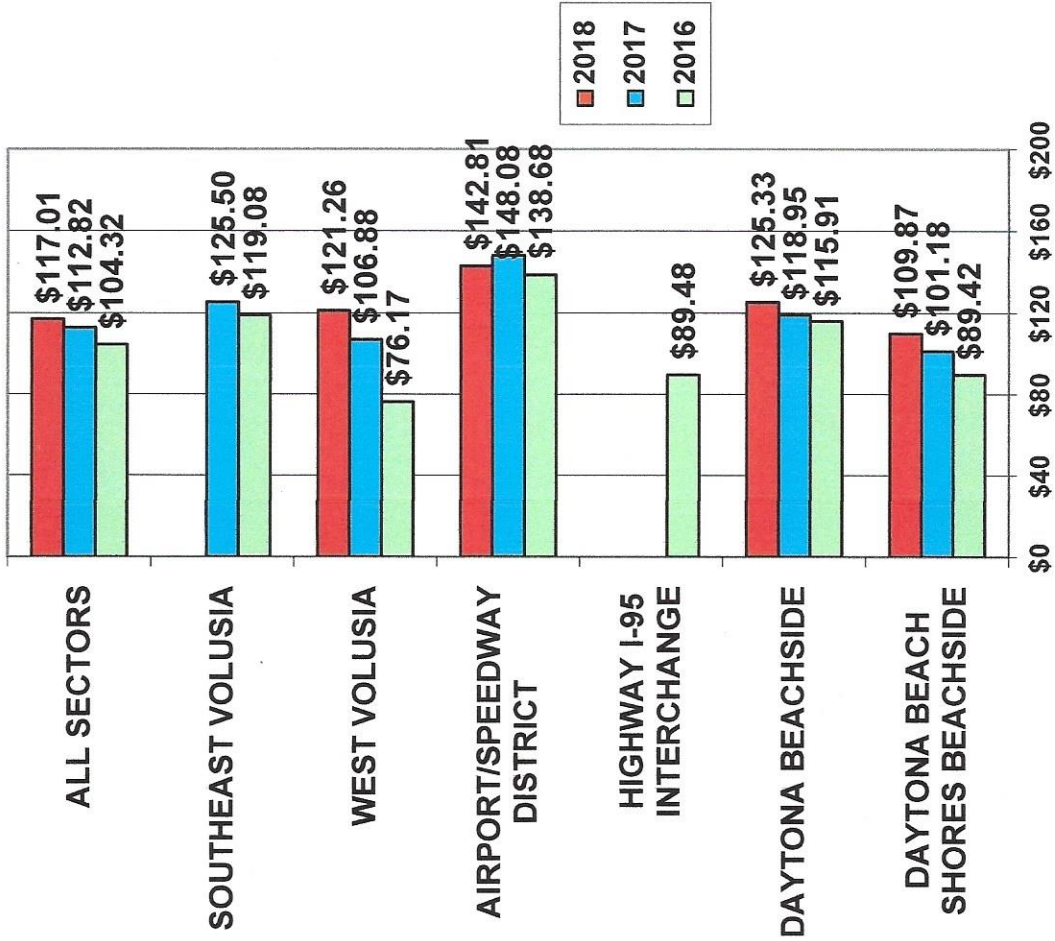
**VOLUSIA AVERAGE DAILY RATE BY
AREA SECTORS -
FEBRUARY 2016 - 2018**



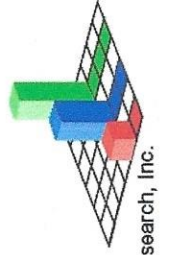
AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.



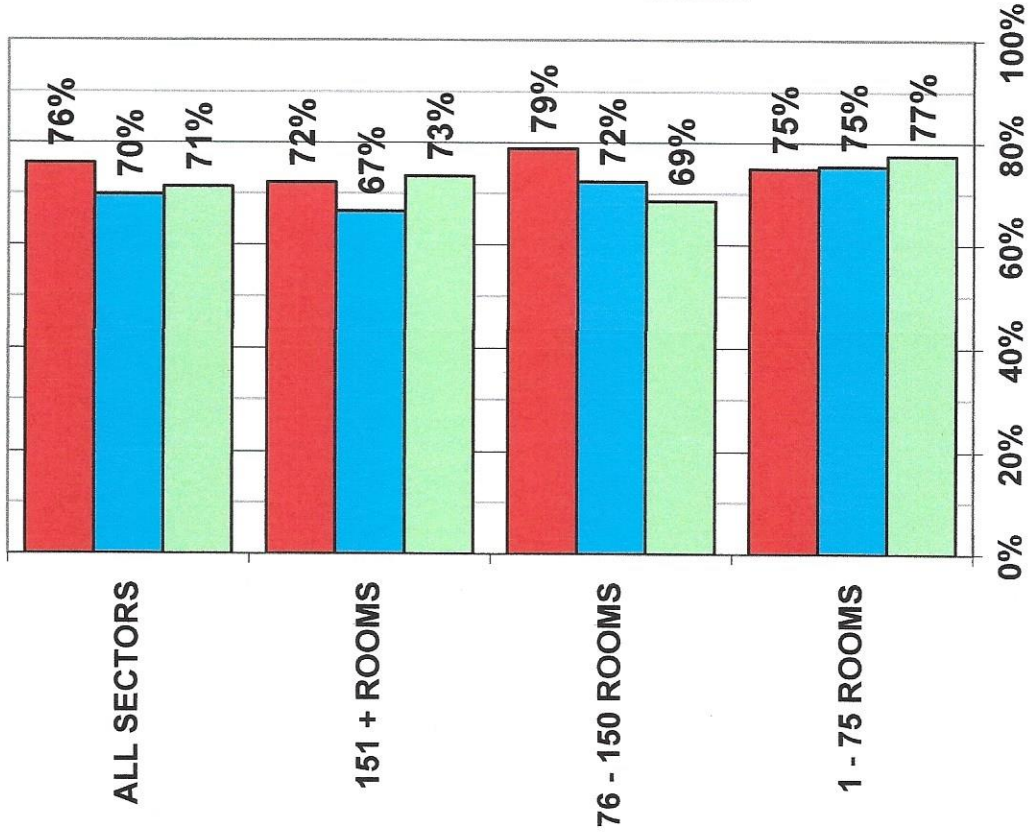
**VOLUSIA REV PAR BY
AREA SECTORS -
FEBRUARY 2016 - 2018**



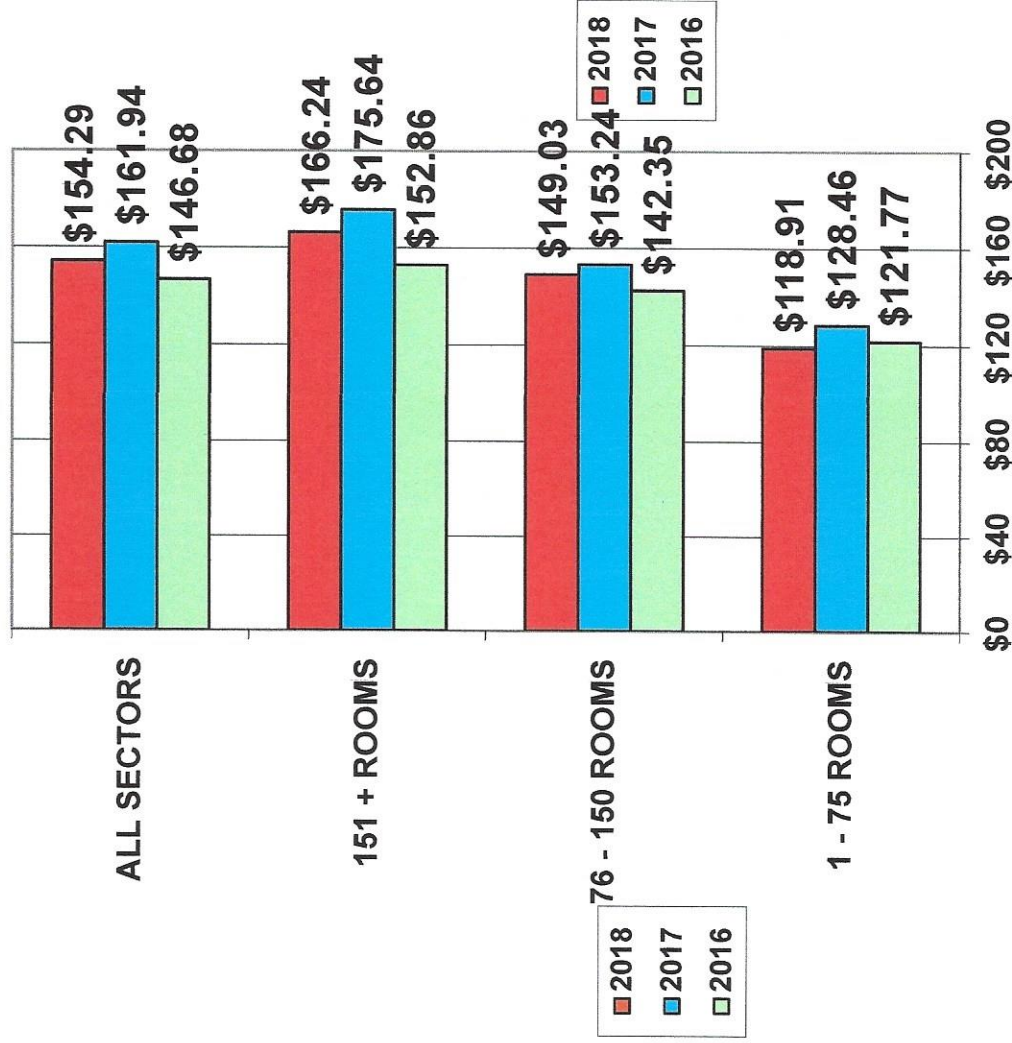
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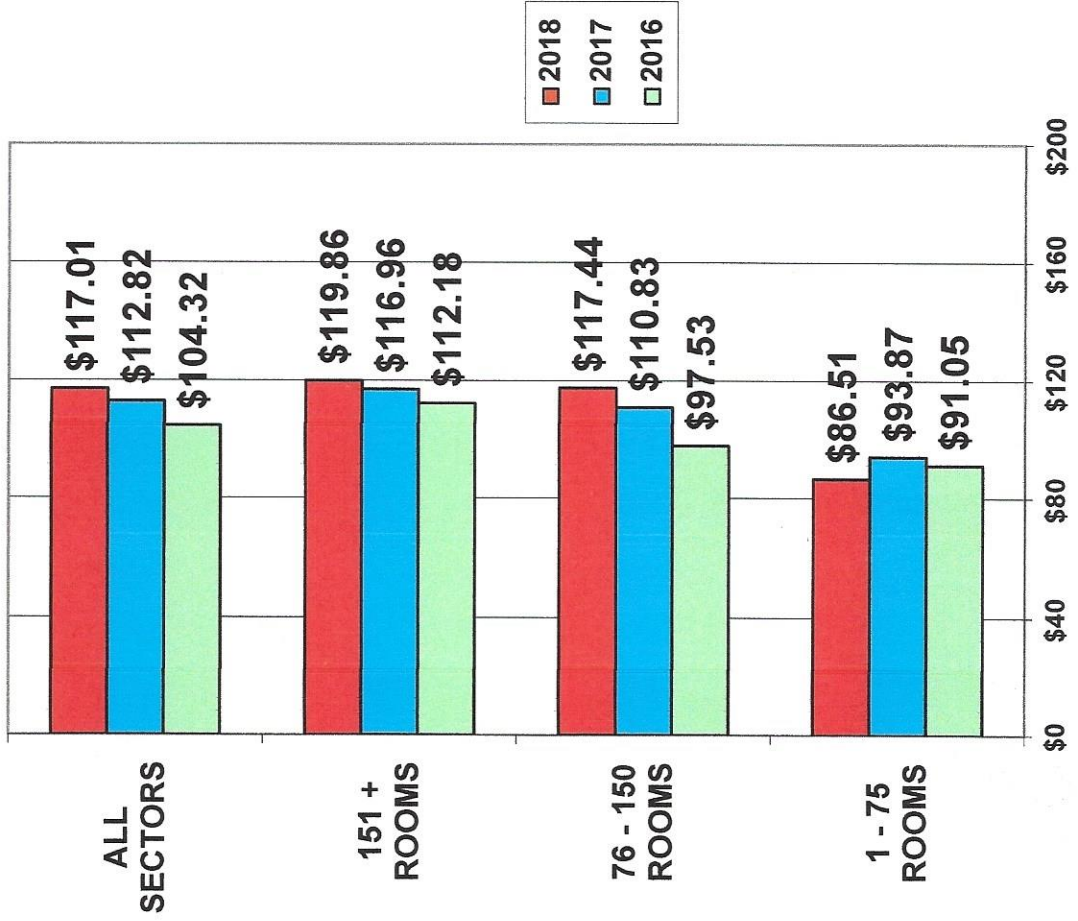
**VOLUSIA OCCUPANCY
BY PROPERTY SIZE-
FEBRUARY 2016 - 2018**



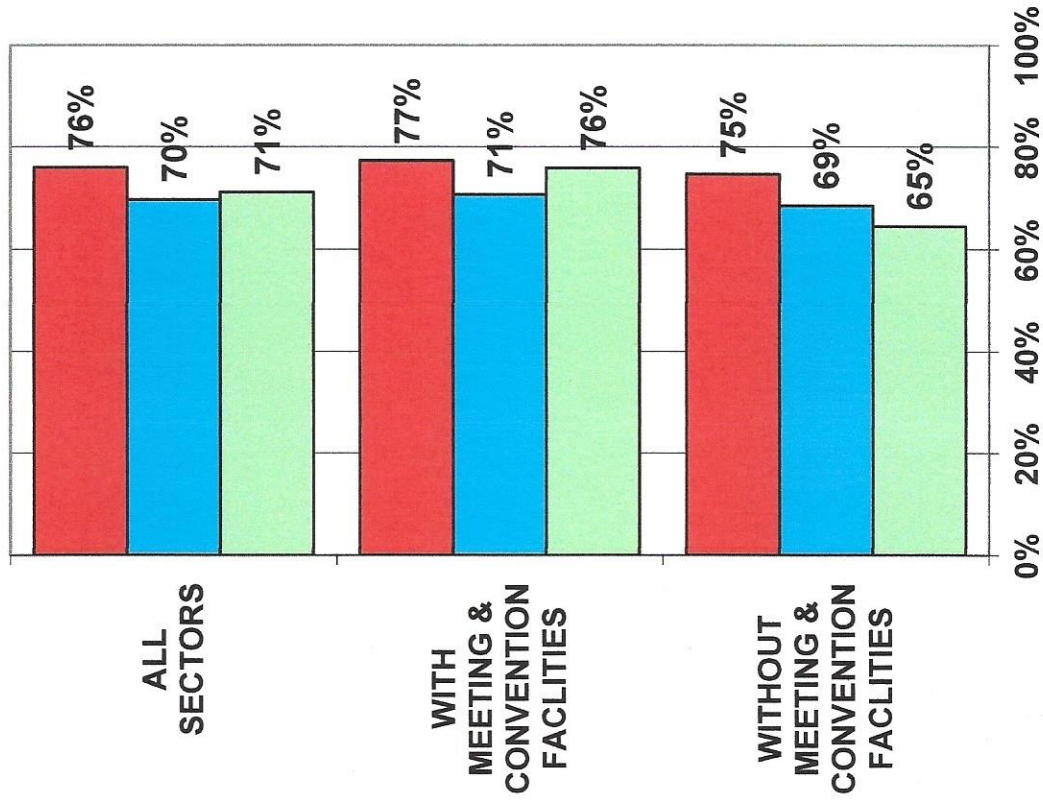
**VOLUSIA AVERAGE DAILY RATE BY
PROPERTY SIZE -
FEBRUARY 2016 - 2018**



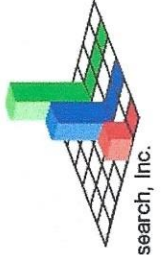
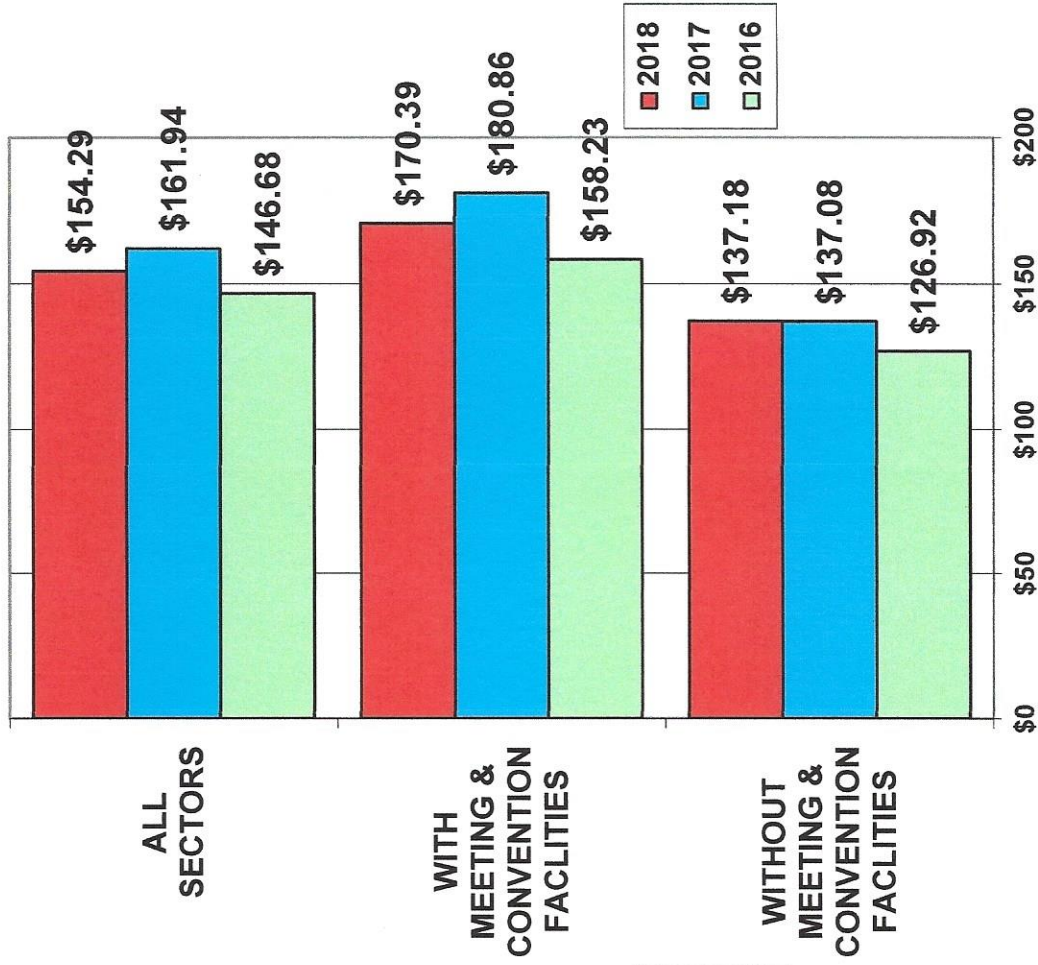
**VOLUSIA REVIPAR
BY PROPERTY SIZE -
FEBRUARY 2016 - 2018**



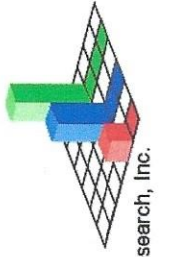
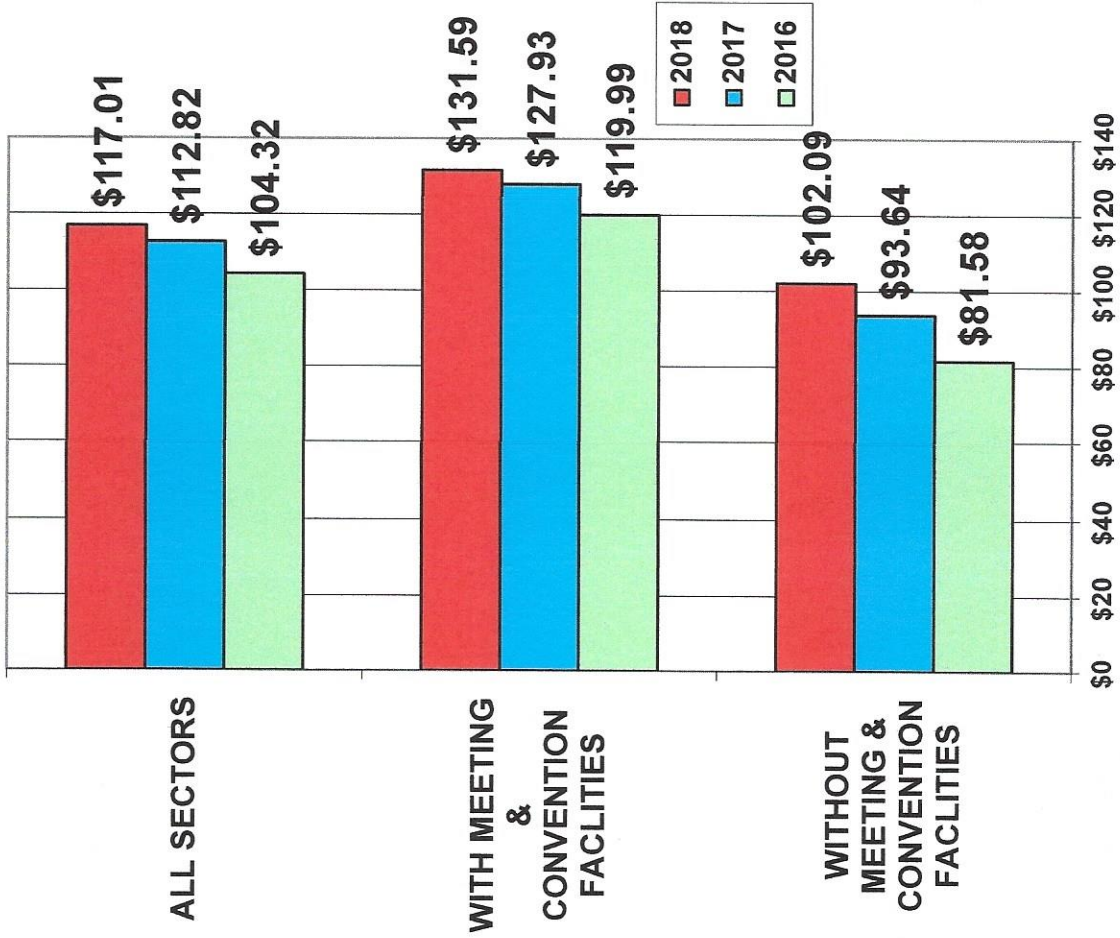
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - FEBRUARY 2016 - 2018



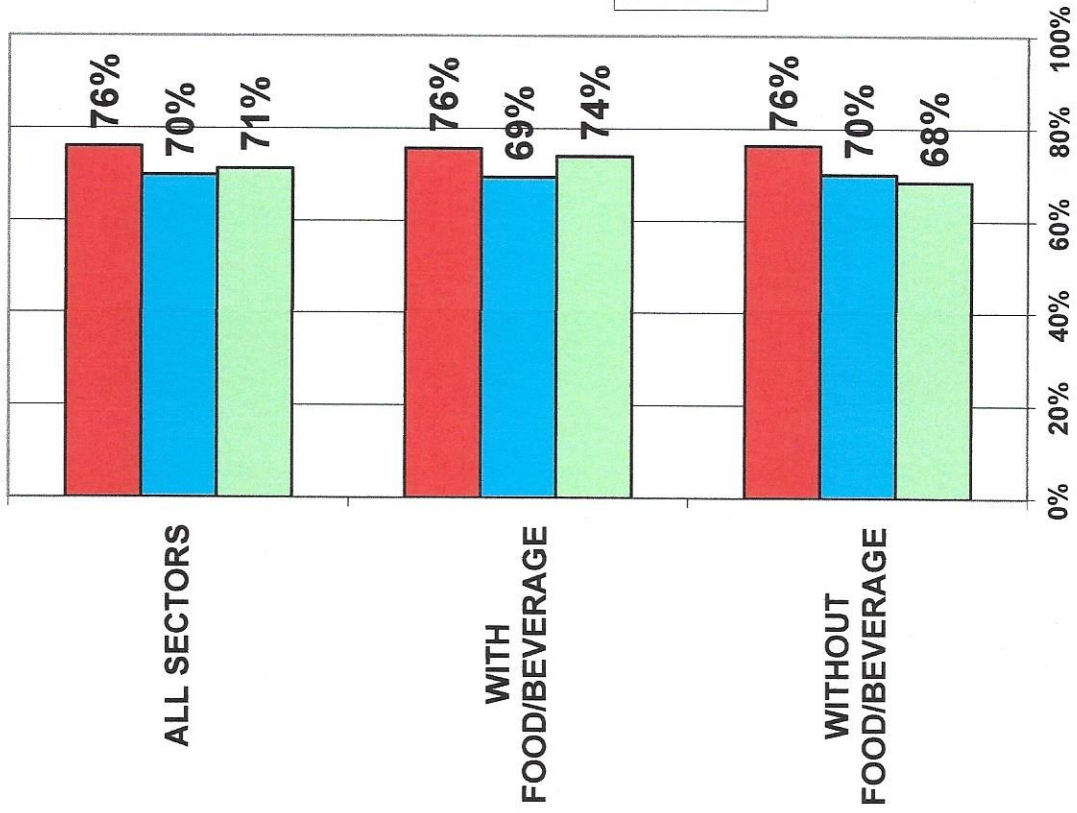
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - FEBRUARY 2016 - 2018



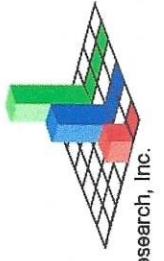
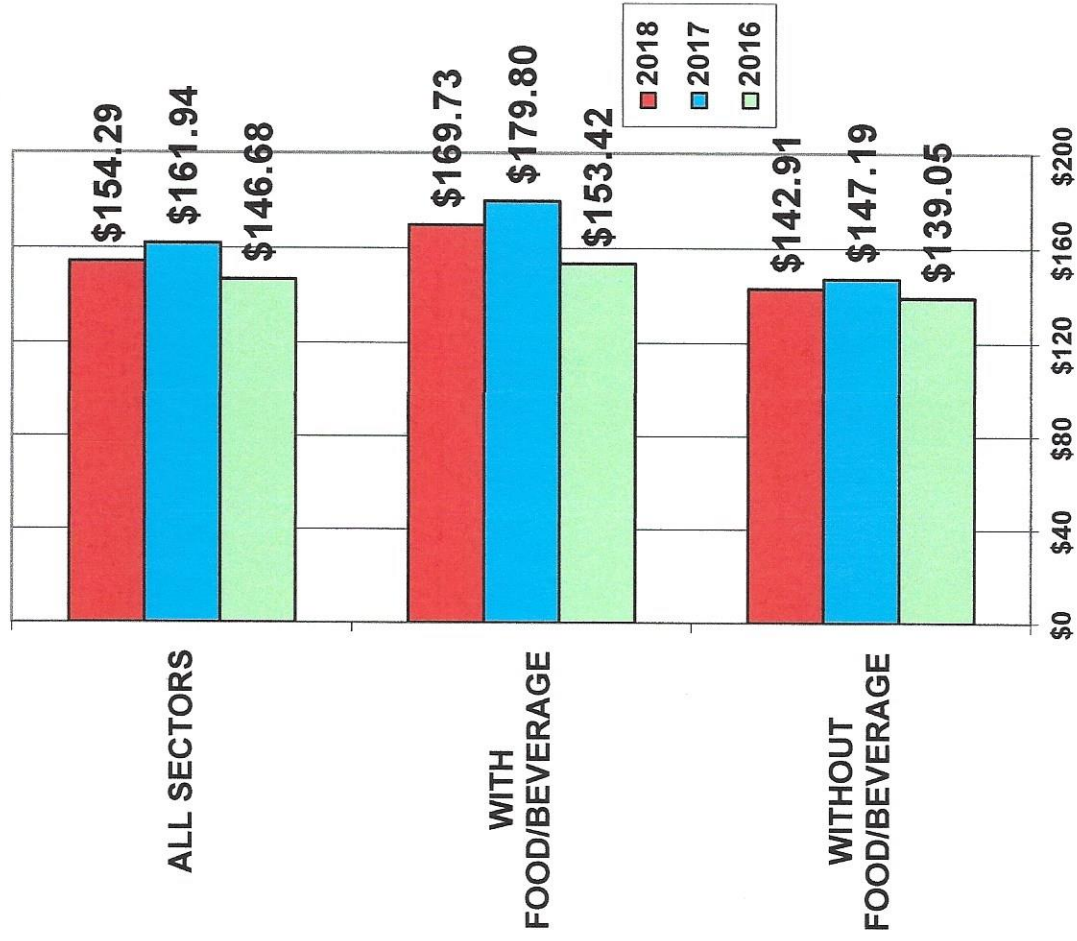
**VOLUSIA REV/PAR BY MEETING &
CONVENTION FACILITIES -
FEBRUARY 2016 - 2018**



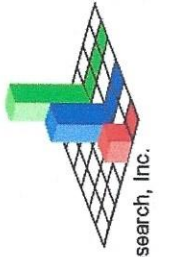
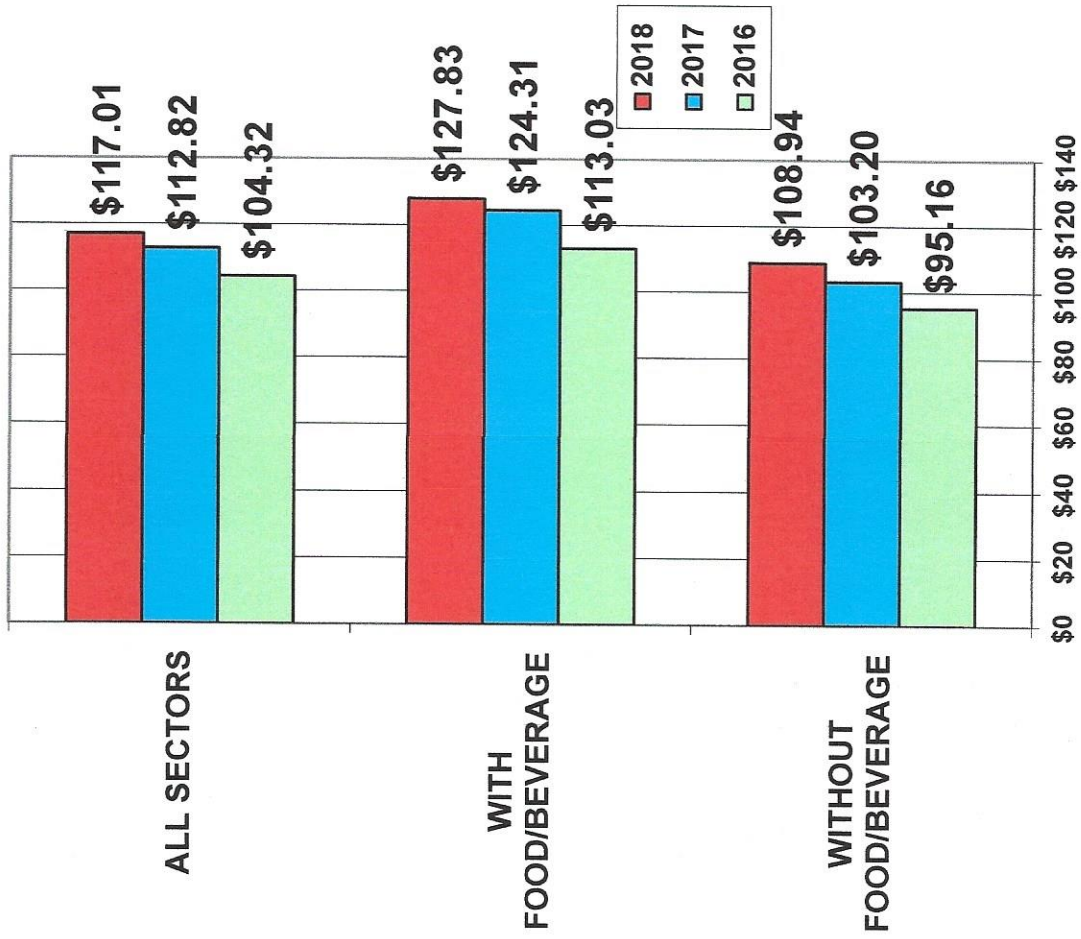
**VOLUSIA OCCUPANCY BY
FOOD/BEVERAGE -
FEBRUARY 2016 - 2018**



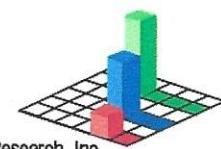
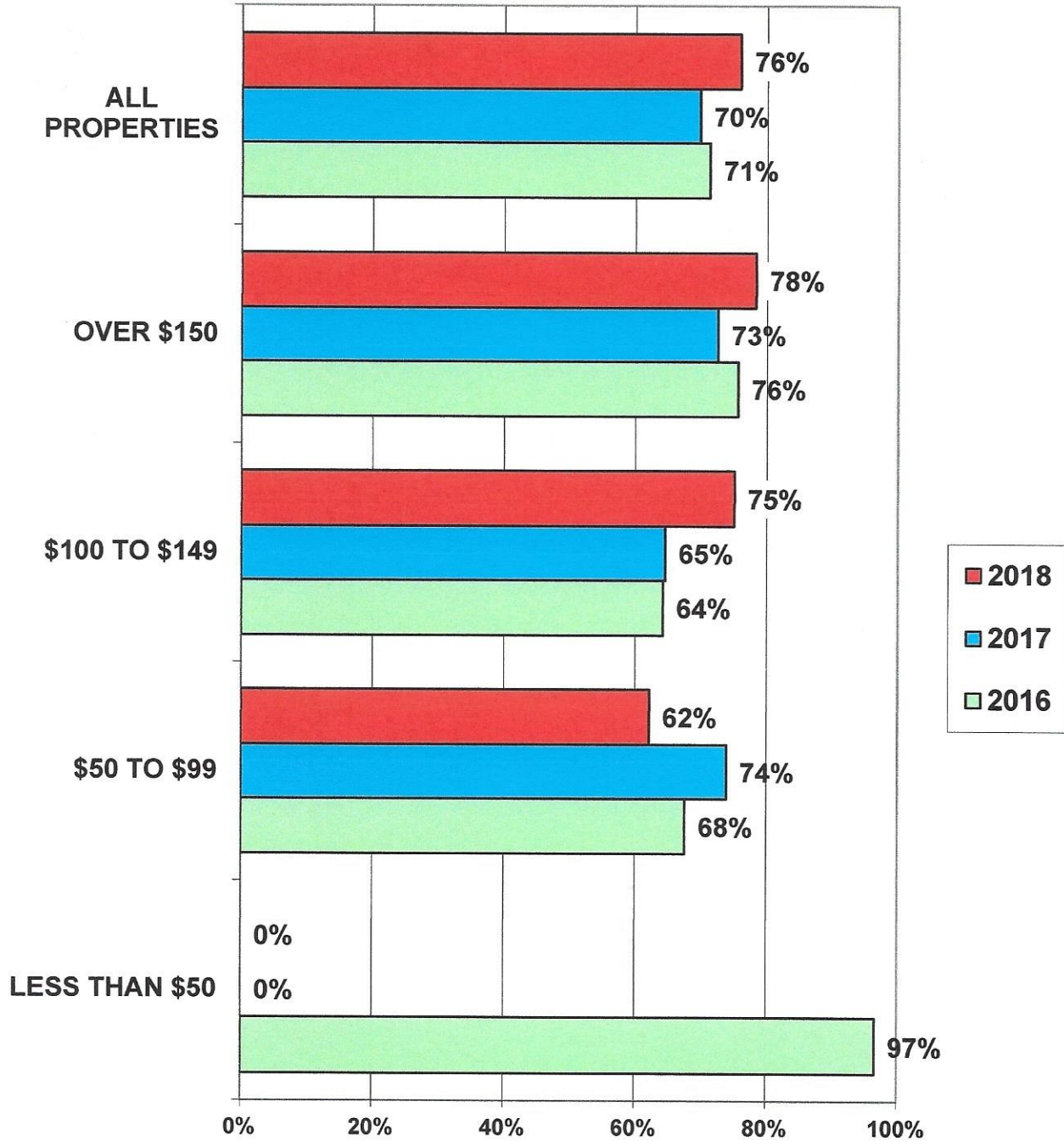
**VOLUSIA AVERAGE DAILY RATE BY
FOOD/BEVERAGE
FEBRUARY 2016 - 2018**



**VOLUSIA REV/PAR BY
FOOD/BEVERAGE -
FEBRUARY 2016 - 2018**

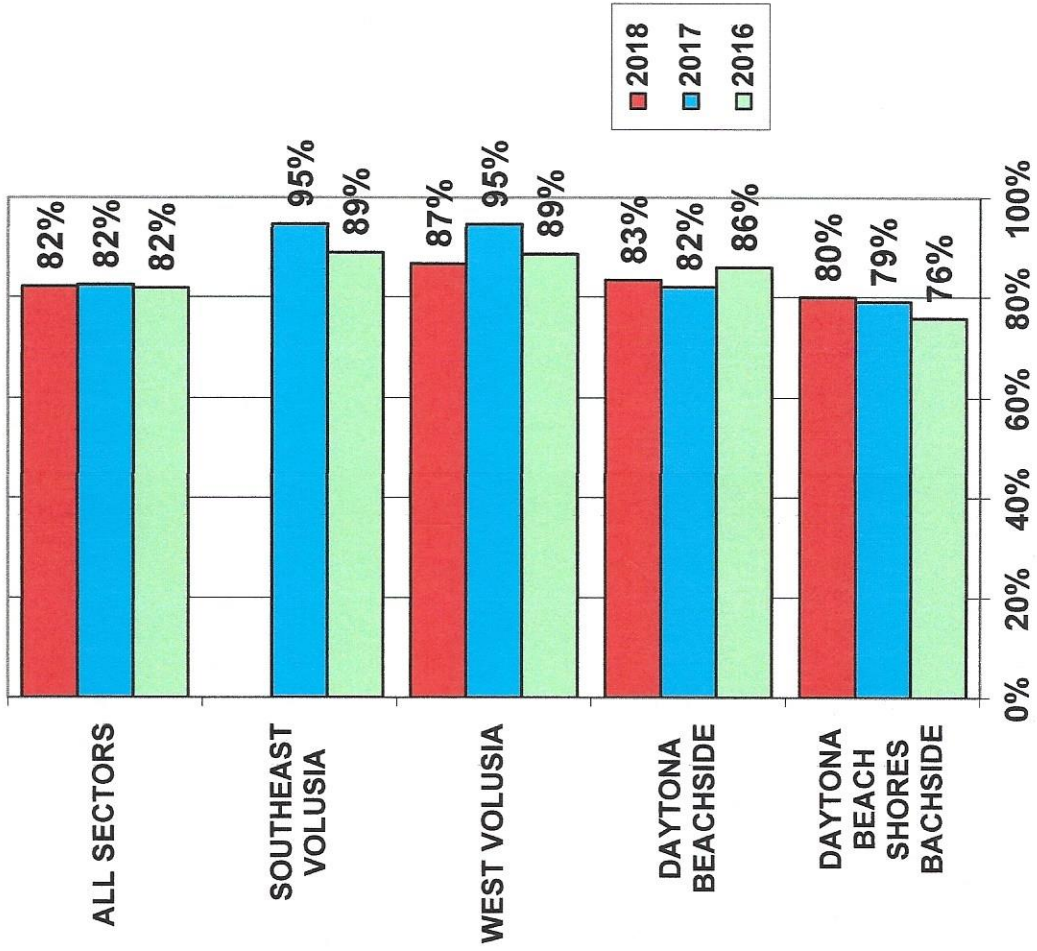


DAYTONA BEACH HOTEL/MOTEL OCCUPANCY BY PRICE RANGE FEBRUARY 2016 - 2018

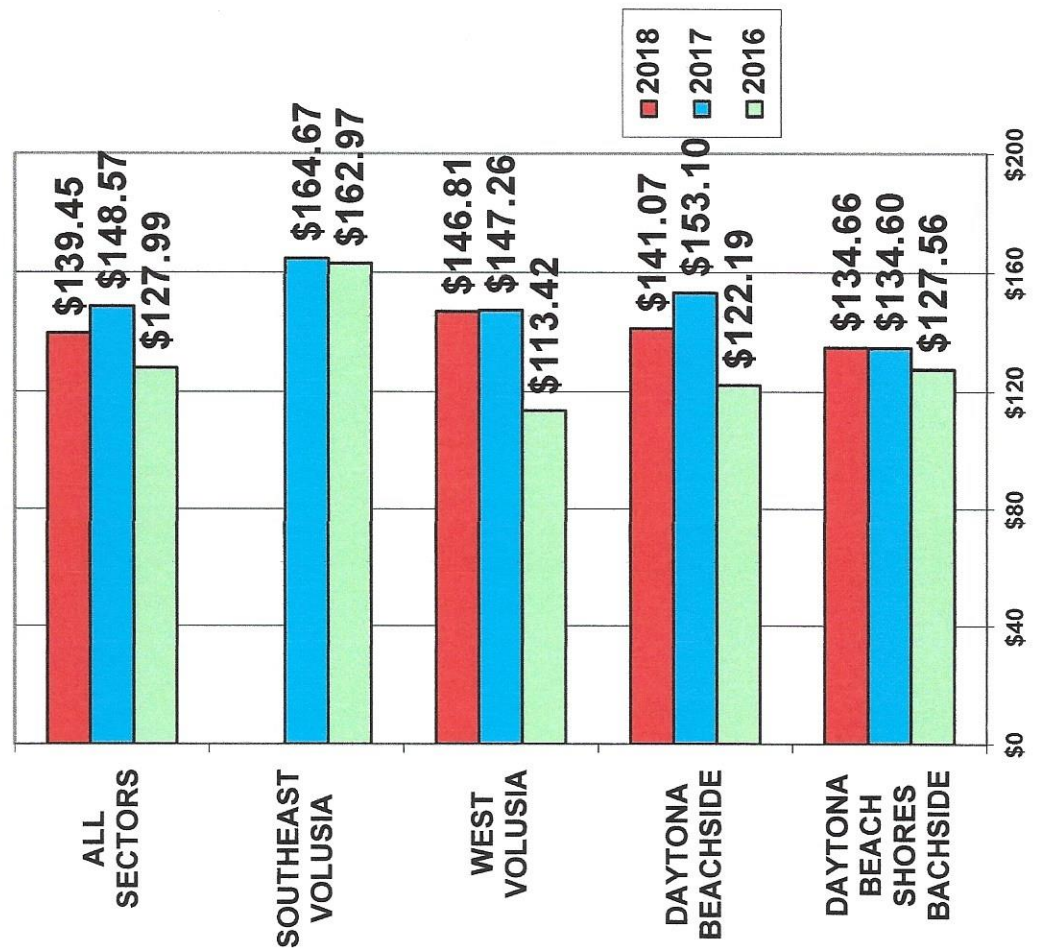


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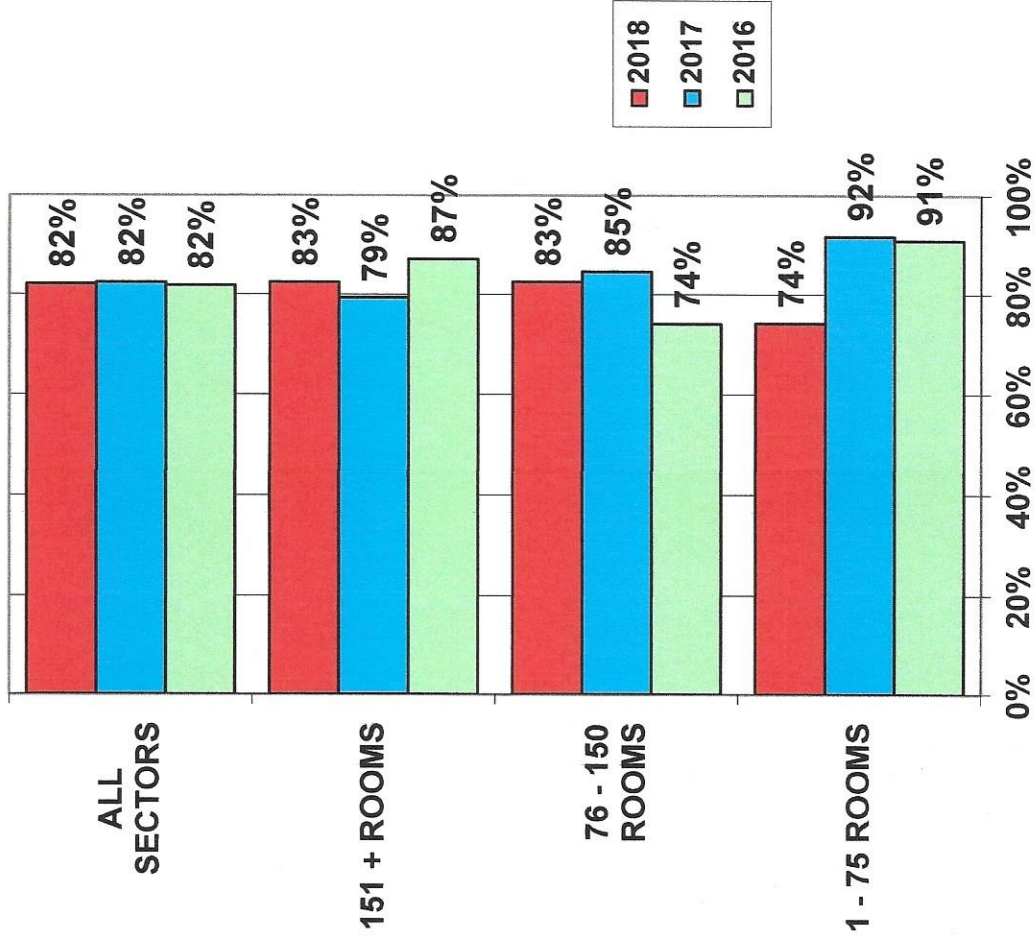
**VOLUSIA OCCUPANCY
BY AREA SECTOR-
ADVANCE AUTO PARTS CLASH
FEBRUARY 2016 - 2018**



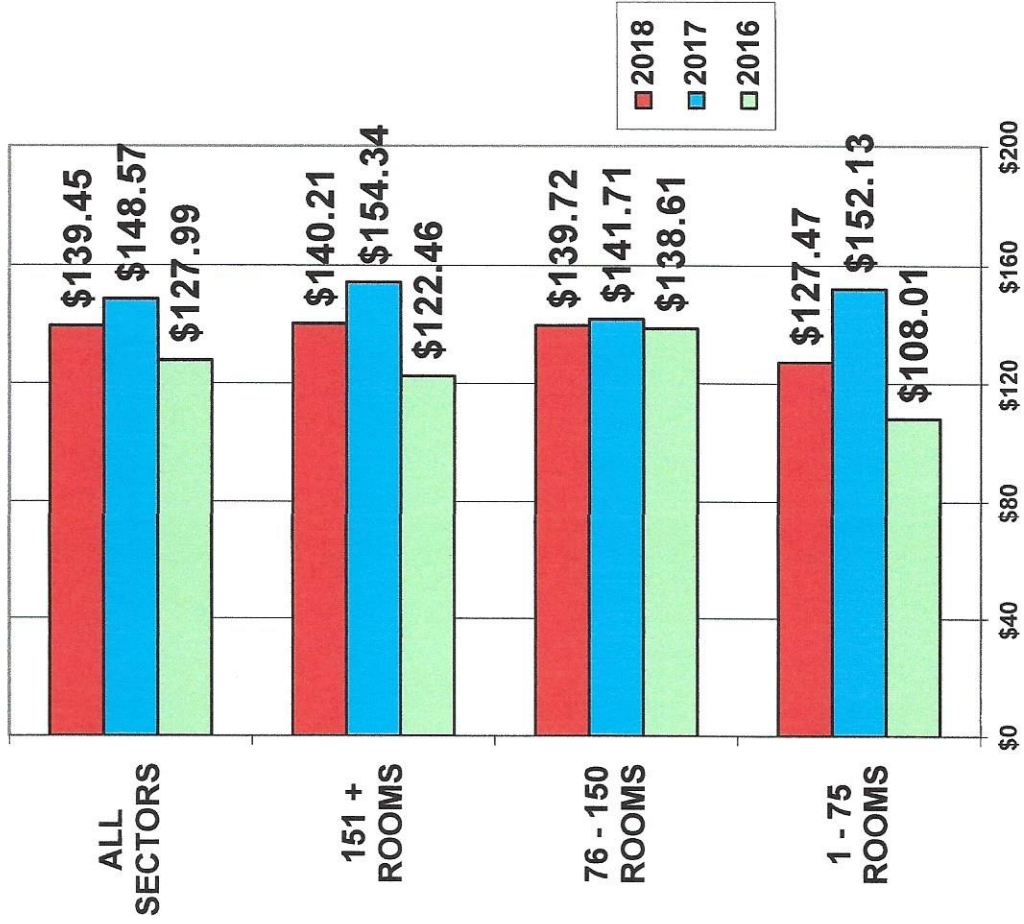
**VOLUSIA AVERAGE DAILY RATE
BY AREA SECTOR-
ADVANCE AUTO PARTS CLASH
FEBRUARY 2016 - 2018**



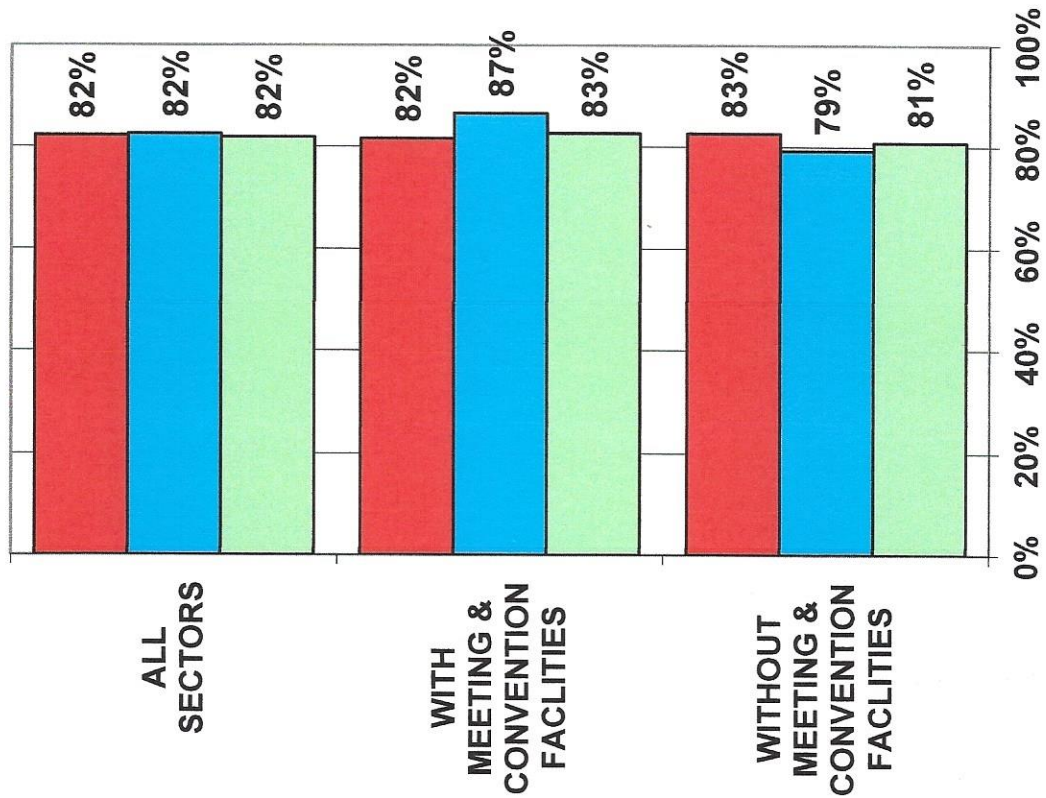
**VOLUSIA OCCUPANCY
BY PROPERTY SIZE -
ADVANCE AUTO PARTS CLASH
FEBRUARY 2016 - 2018**



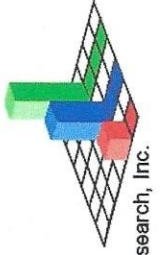
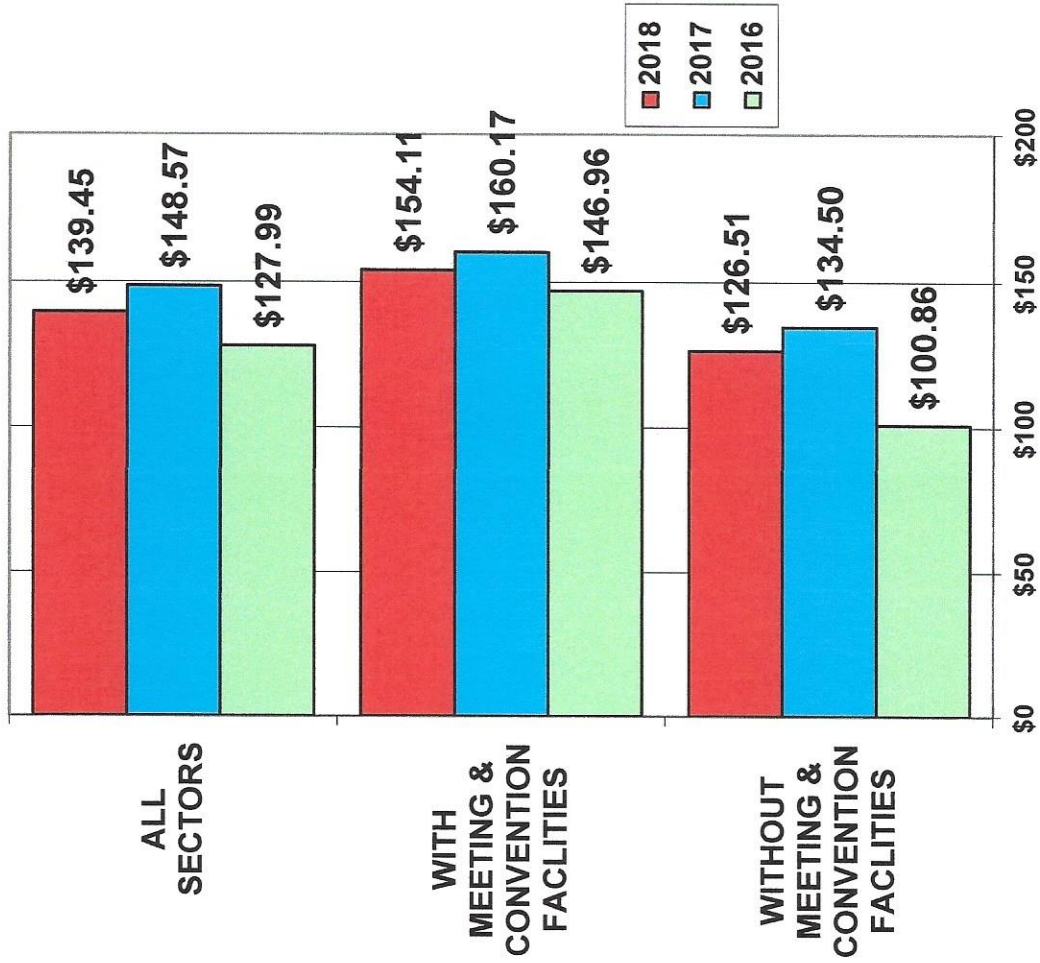
**VOLUSIA AVERAGE DAILY RATE
BY PROPERTY SIZE -
ADVANCE AUTO PARTS CLASH
FEBRUARY 2016 - 2018**



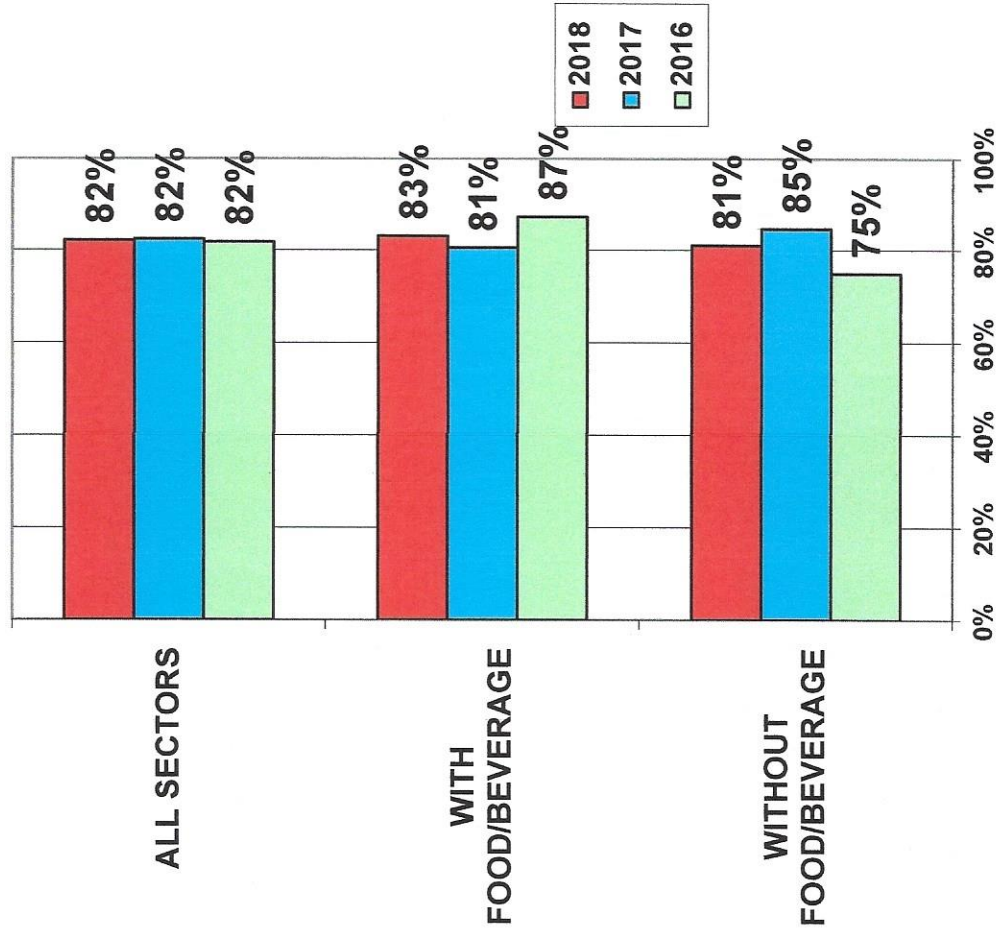
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - ADVANCE AUTO PARTS CLASH FEBRUARY 2016 - 2018



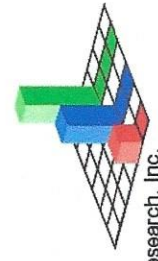
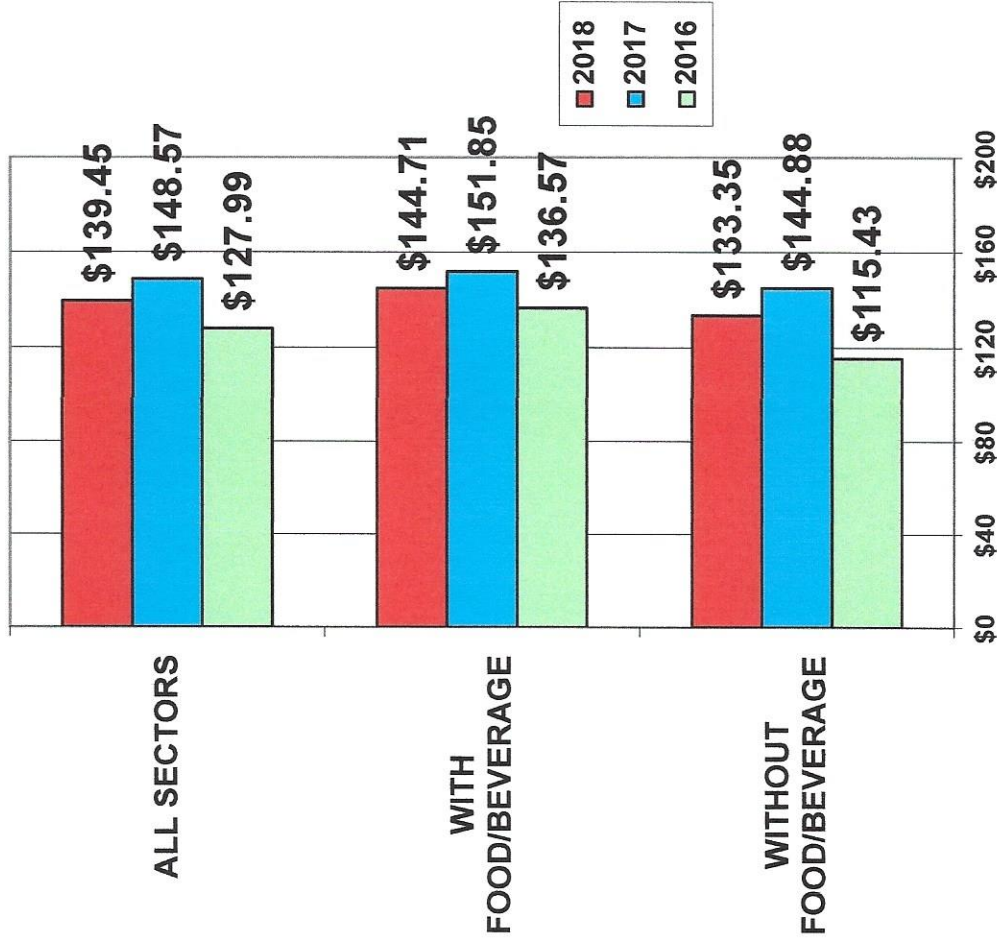
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - ADVANCE AUTO PARTS CLASH FEBRUARY 2016 - 2018



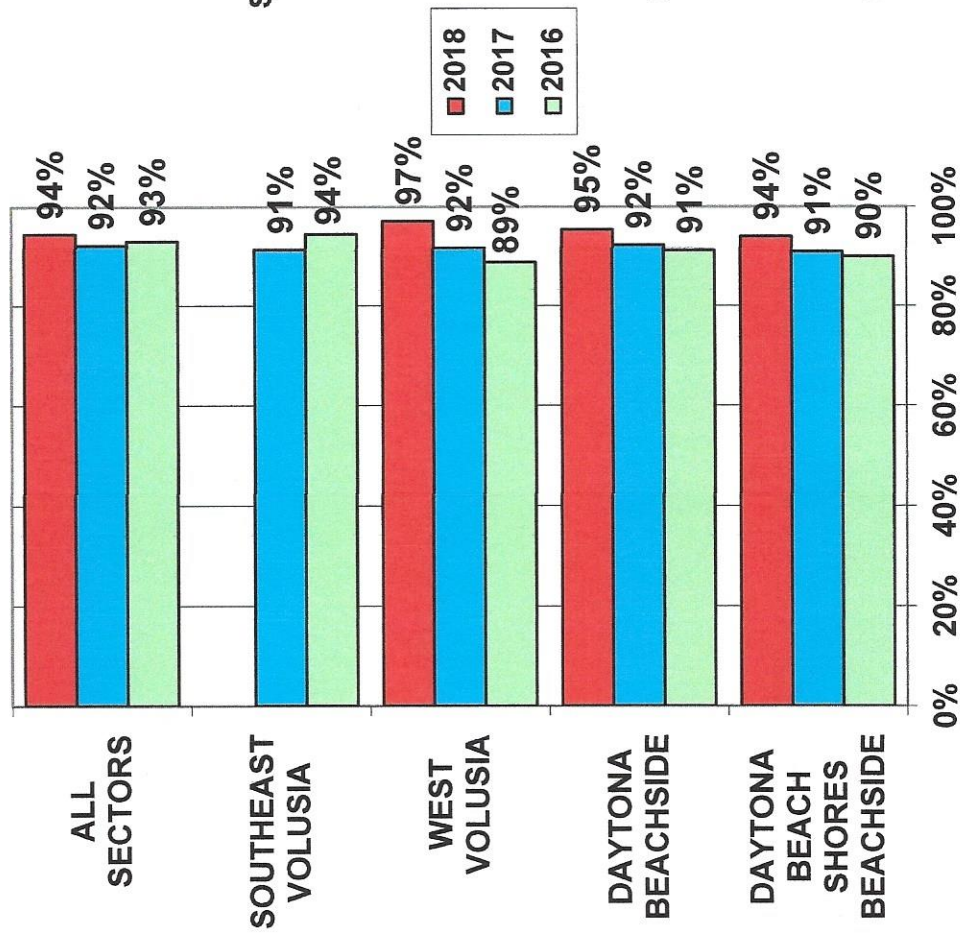
**VOLUSIA OCCUPANCY BY
FOOD/BEVERAGE -
ADVANCE AUTO PARTS CLASH
FEBRUARY 2016 - 2018**



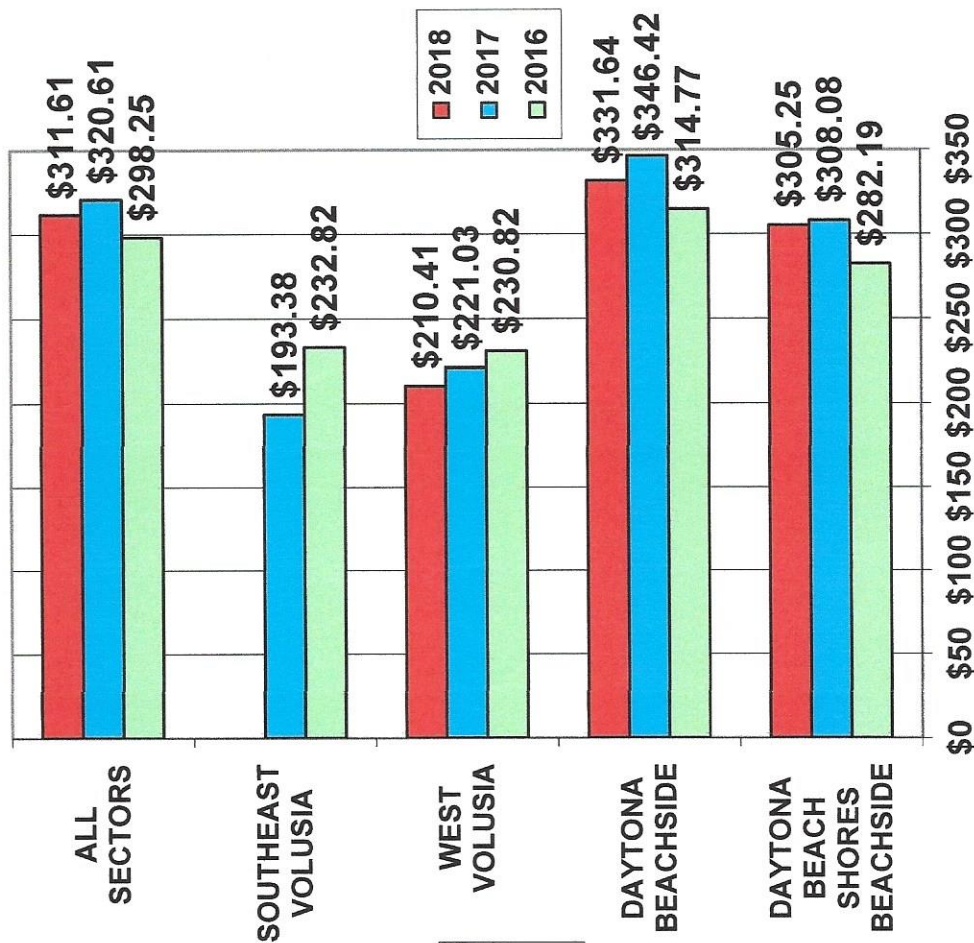
**VOLUSIA AVERAGE DAILY RATE BY
FOOD/BEVERAGE
ADVANCE AUTO PARTS CLASH
FEBRUARY 2016 - 2018**



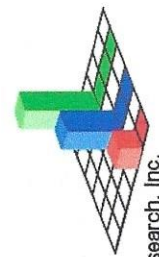
**VOLUSIA OCCUPANCY
BY AREA SECTORS -
DAYTONA 500
FEBRUARY 2016 - 2018**



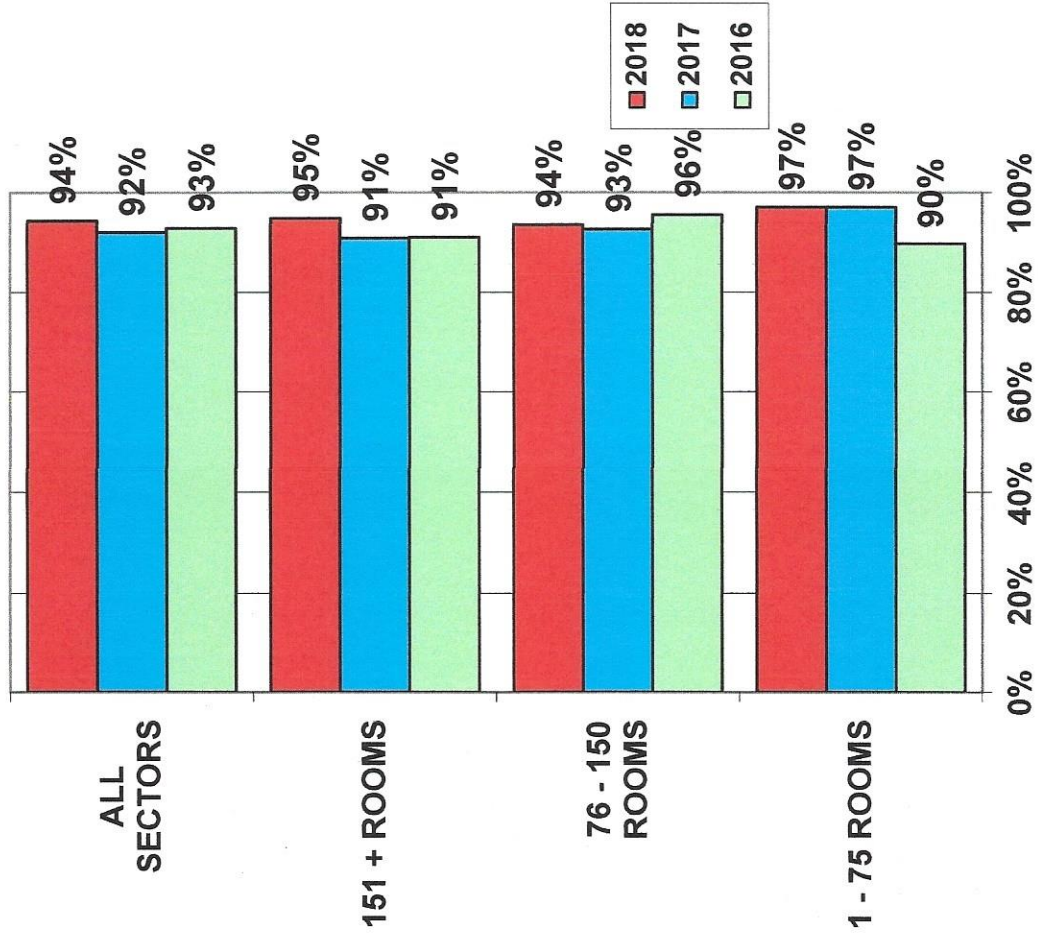
**VOLUSIA AVERAGE DAILY RATE
BY AREA SECTORS -
DAYTONA 500
FEBRUARY 2016 - 2018**



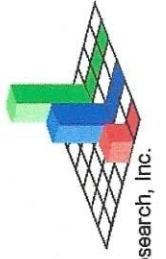
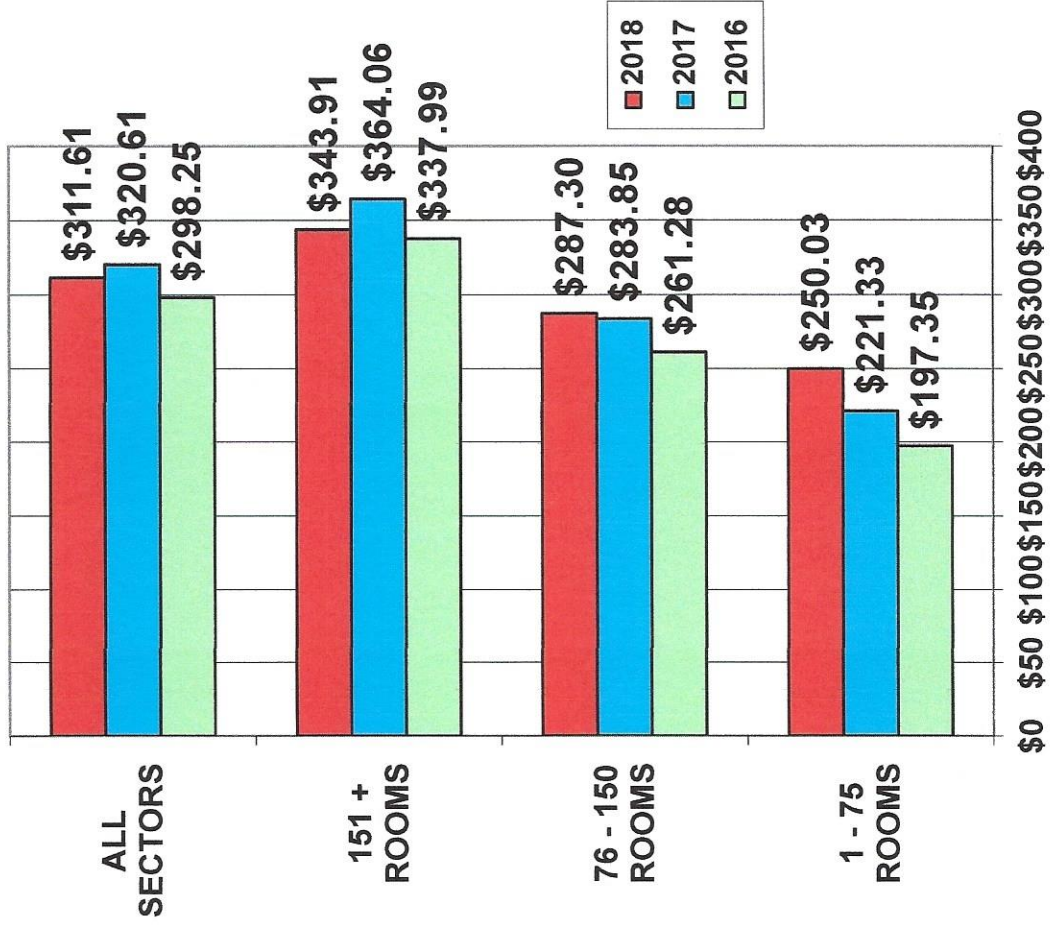
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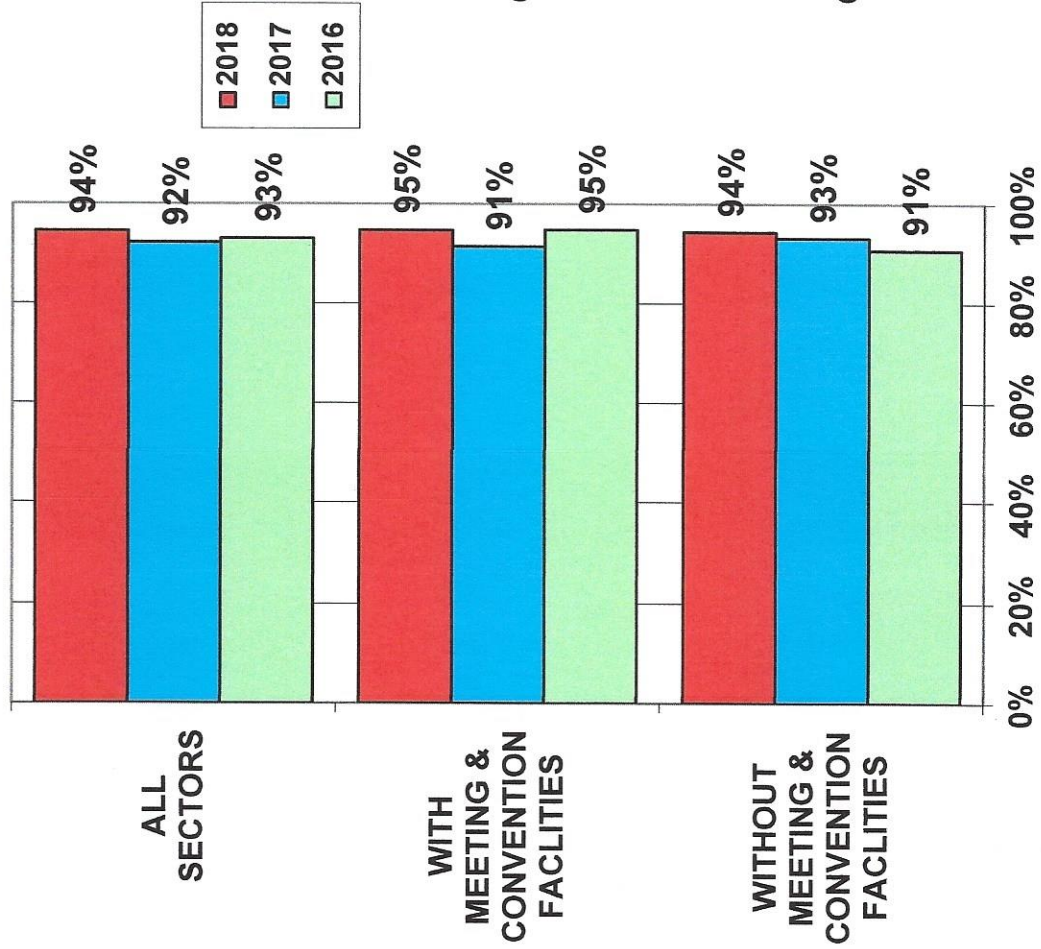
**VOLUSIA OCCUPANCY
BY PROPERTY SIZE -
DAYTONA 500
FEBRUARY 2016 - 2018**



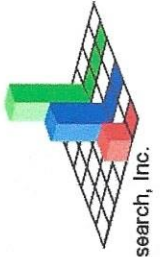
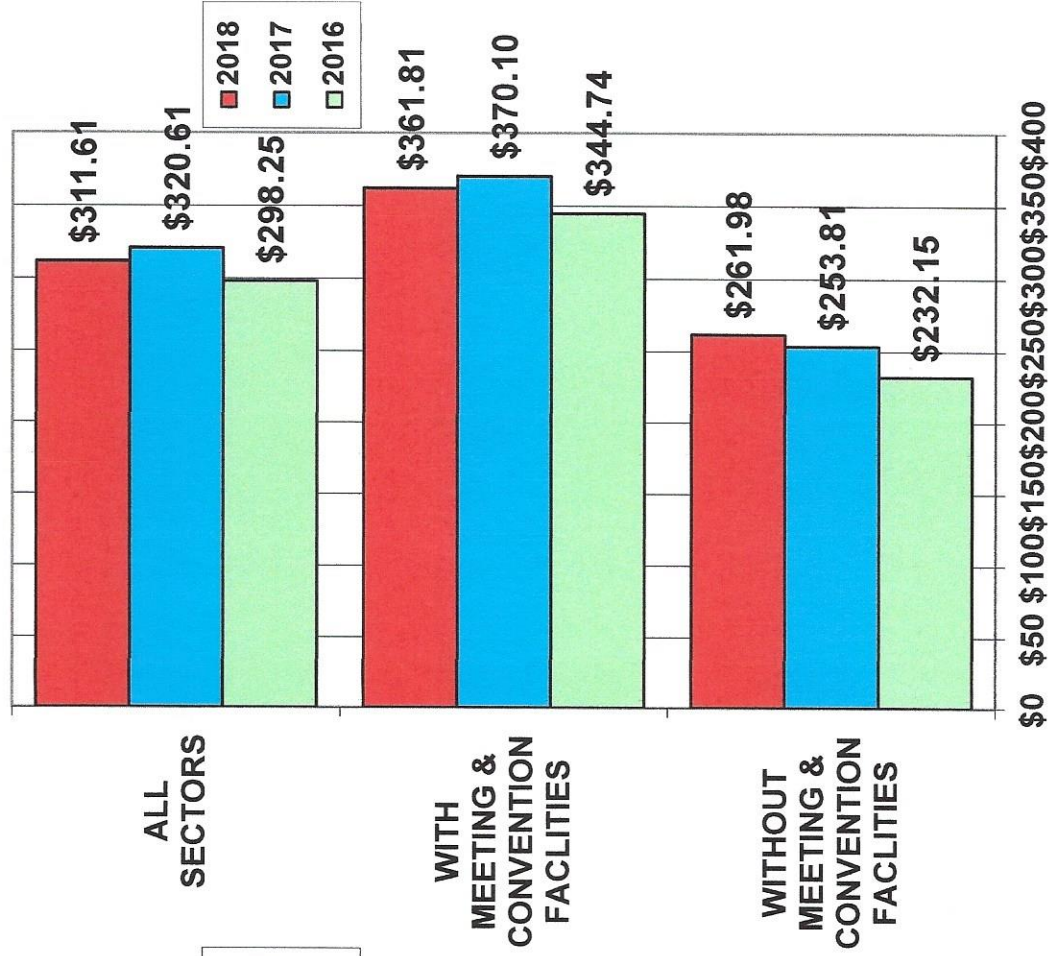
**VOLUSIA AVERAGE DAILY RATE BY
PROPERTY SIZE -
DAYTONA 500
FEBRUARY 2016 - 2018**



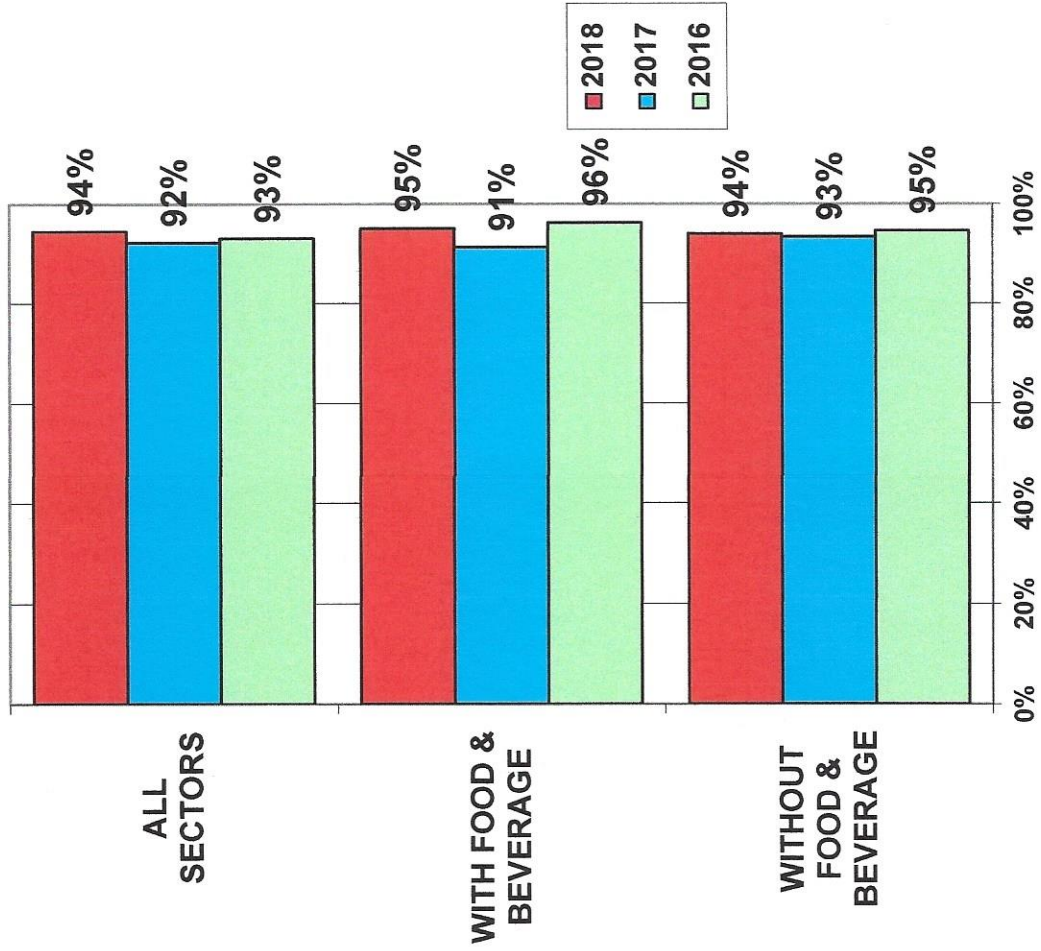
**VOLUSIA OCCUPANCY
BY MEETING & CONVENTION FACILITIES -
DAYTONA 500
FEBRUARY 2016 - 2018**



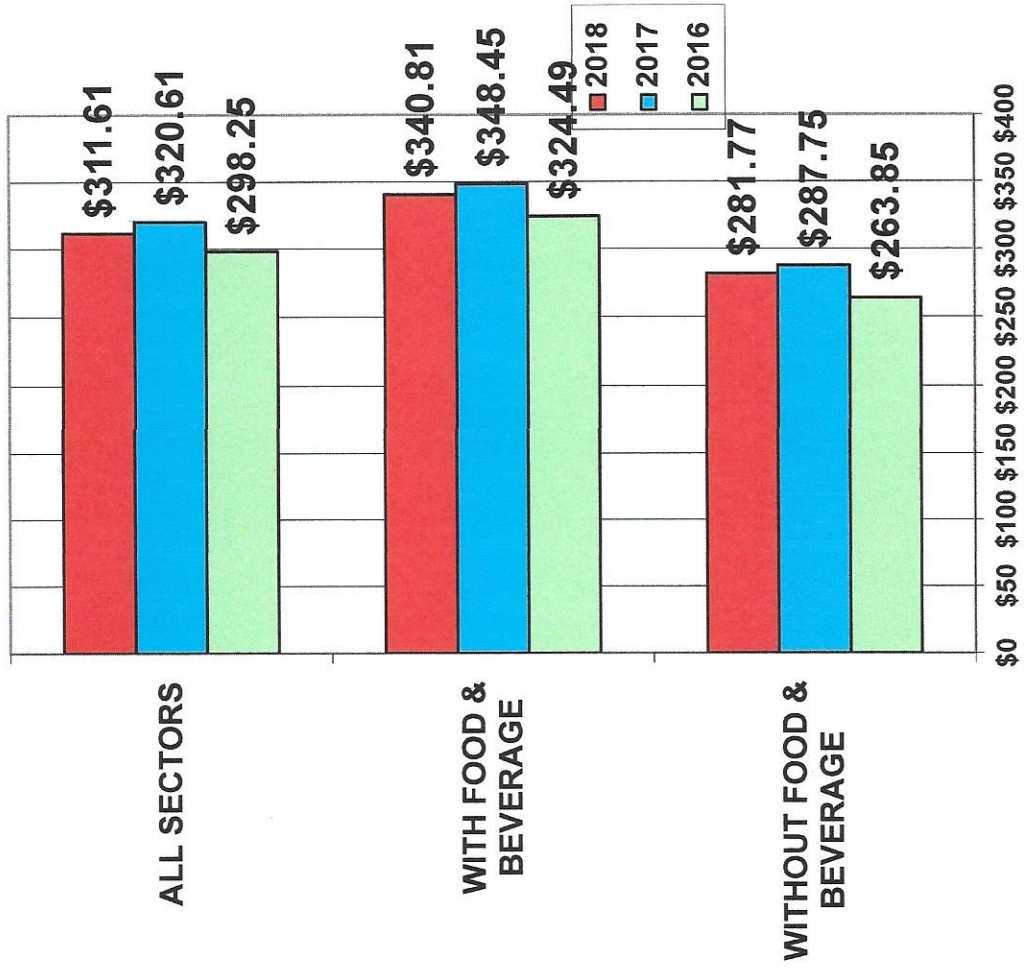
**VOLUSIA AVERAGE DAILY RATE
BY MEETING & CONVENTION FACILITIES -
DAYTONA 500
FEBRUARY 2016 - 2018**



**VOLUSIA OCCUPANCY BY
FOOD/BEVERAGE -
DAYTONA 500
FEBRUARY 2016 - 2018**



**VOLUSIA AVERAGE DAILY RATE
BY FOOD/BEVERAGE
DAYTONA 500
FEBRUARY 2016 - 2018**



**PARTICIPATING PROPERTIES
BY AREA SECTOR**

MONTHS REPORTING 2018

	<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										
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	X	X										
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										
RESIDENCE INN DAYTONA BEACH OCEANFRONT	105	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	X										
DAYTONA BEACH RESORT	303	X	X										
DAYTONA INN BEACH RESORT	65	X	X										
HILTON DAYTONA BEACH RESORT	742	X	X										
HILTON GARDEN INN DAYTONA BEACH OCEANFRONT	144	X	X										
HOLIDAY INN & SUITES ON THE OCEAN	123	X	X										
HOLIDAY INN RESORT DAYTONA	188	X	X										
NAUTILUS INN	90	X	X										
OCEAN BREEZE CLUB HOTEL	206	X	X										
PLAZA RESORT & SPA	322	X	X										
SILVER BEACH CLUB	74	X	X										
THE VILLA BED AND BREAKFAST	4	X	X										
WYNDHAM OCEAN WALK	127												



**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	X										
COVE ON ORMOND BEACH	112		X										
HIGHWAY I-95 INTERSECTIONS													
BEST WESTERN SPEEDWAY	151	X	X										
*COUNTRY INN & SUITES PORT ORANGE	87	X	X										
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	94	X	X										
HOLIDAY IN EXPRESS ORANGE CITY	114	X	X										
HONTOON LANDING	18	X	X										
SE VOLUSIA													
BEST WESTERN HOTEL	101	X	X										
COASTAL WATERS INN	40	X											
*COUNTRY INN & SUITES PORT ORANGE	87	X	X										
HAMPTON INN	122	X	X										
INN ON THE AVENUE	6												
OCEAN TRILLIUM SUITES	32	X	X										

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

