

# Memo

**To:** HAAA  
**From:** Evelyn Fine  
**Date:** March 2, 2016  
**Subject:** January 2016 Occupancy & Average Daily Rate Report

Overall Daytona Beach Area Occupancy increased nearly 3%, to 61% in January 2016 from 59% in January 2015.

The Daytona Beach Area Average Daily Rate increased 8%, to \$109.44 in January 2016 from \$101.13 in January 2015.

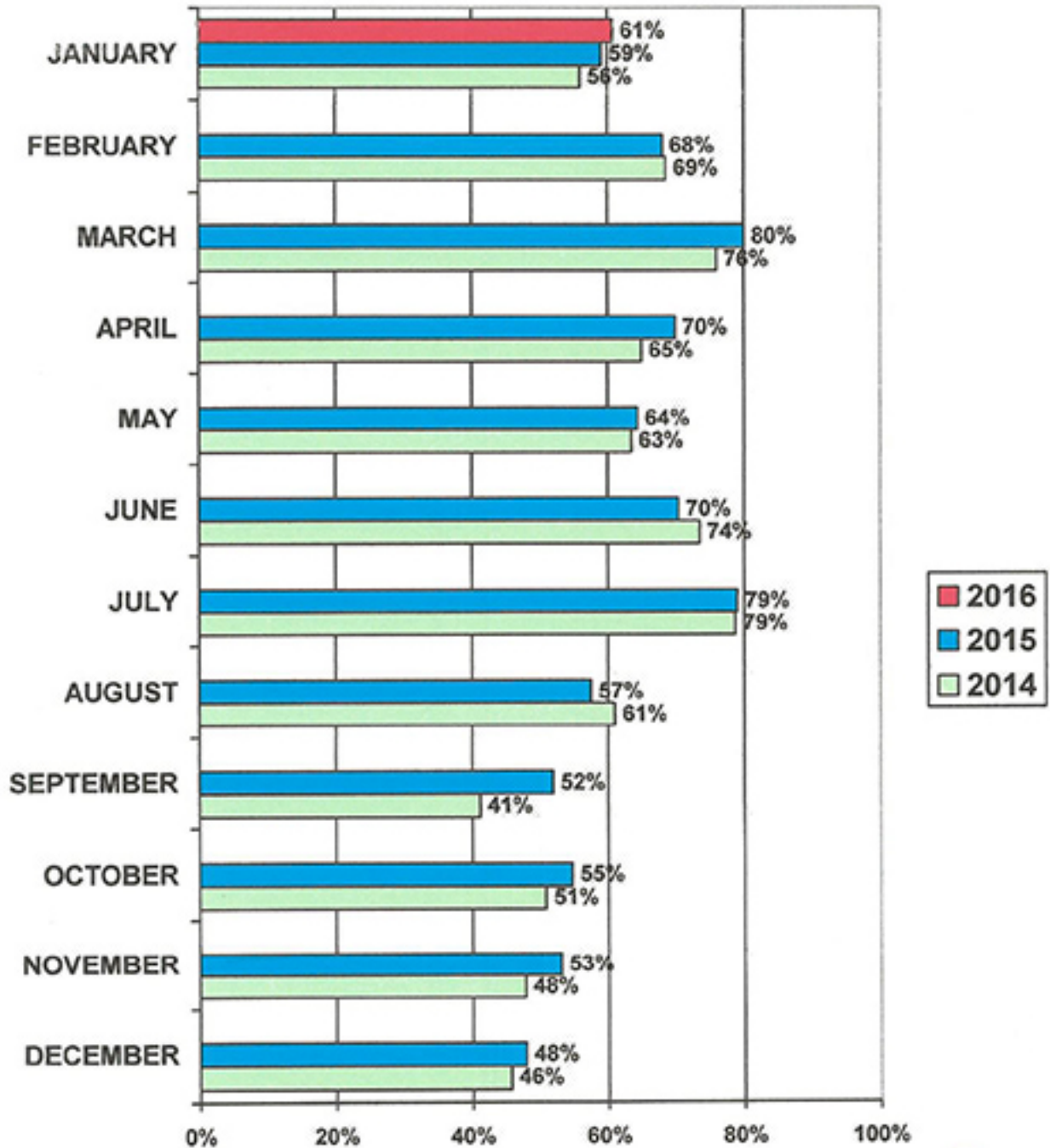
The Daytona Beach Area Revenue per Available Room increased 11%, to \$86.52 in January 2016 from \$59.82 in January 2015.

The Rolex 24 Hours and cold weather locally contributed to the overall occupancy and average daily rate during the month of January 2016.

EF/LT



# DAYTONA BEACH HOTEL/MOTEL OCCUPANCY 2014 - 2016

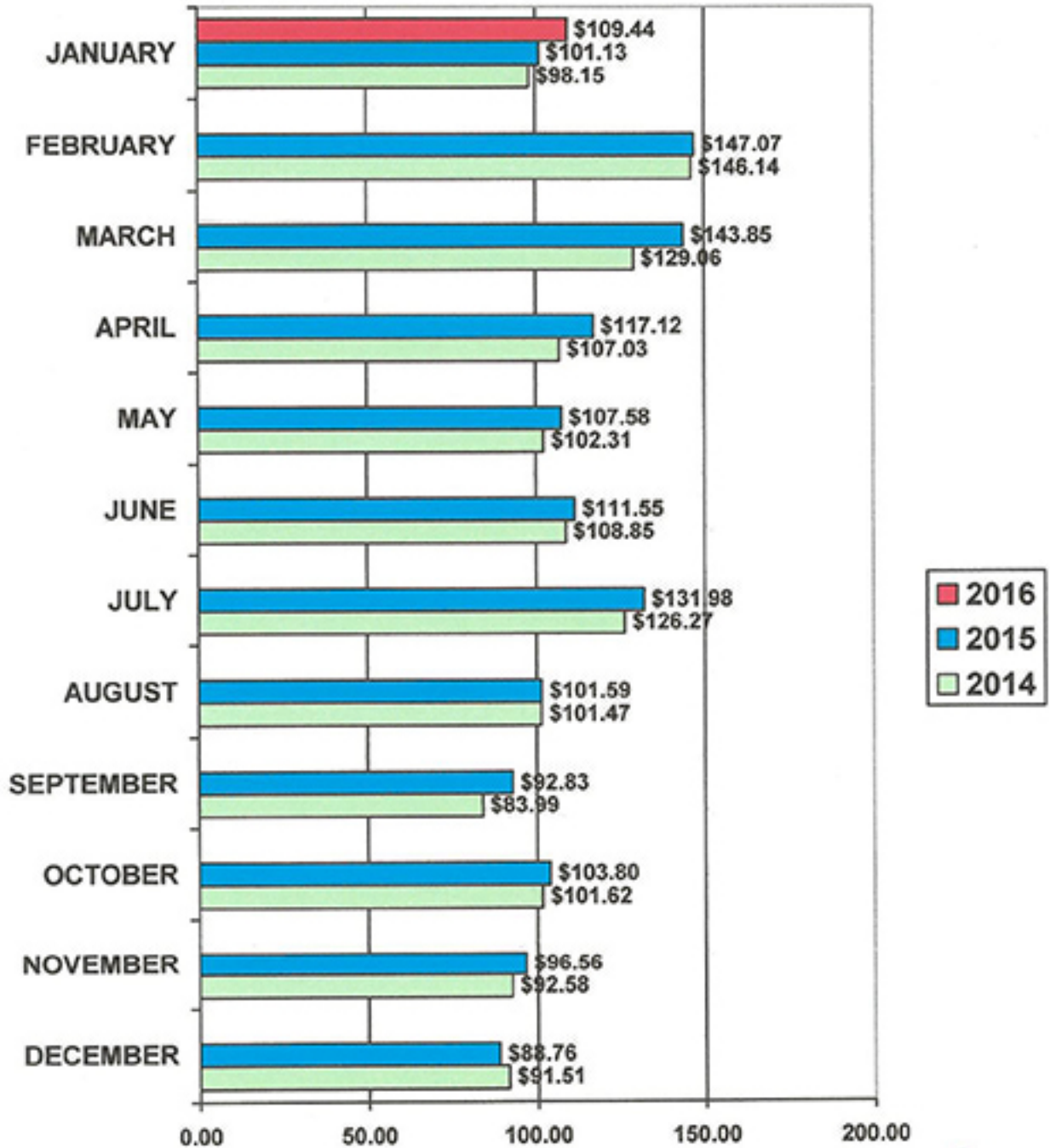


2016 YTD AVG. 61%    JAN. 2016 HIGH 100%  
 2015 YTD AVG. 60%    JAN. 2016 LOW 27%  
 2014 YTD AVG. 55%

MS-Florida Marketing & Research, Inc.



# DAYTONA BEACH HOTEL/MOTEL AVERAGE DAILY RATE 2014 - 2016

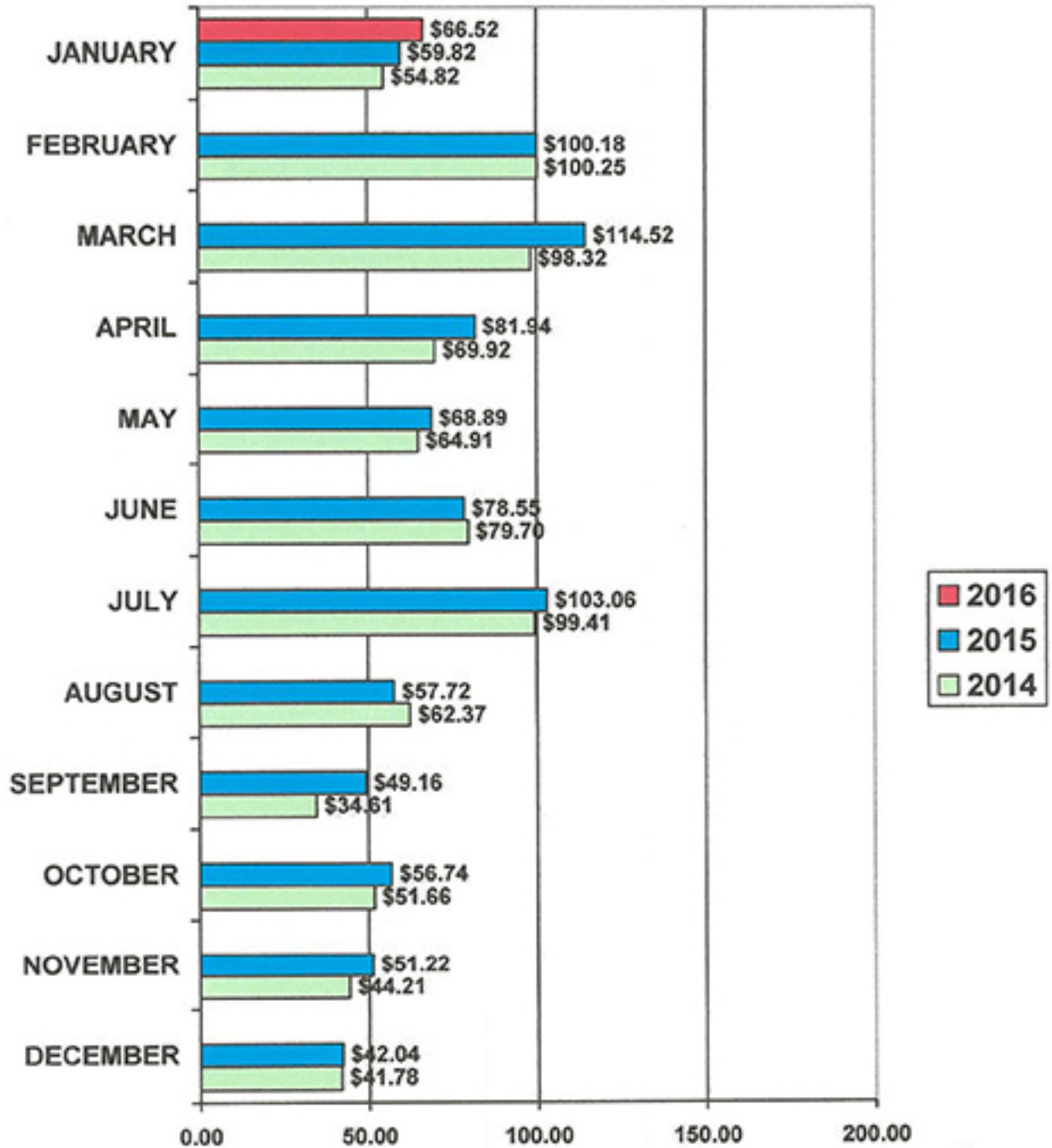


2016 YTD AVG. \$109.44    JAN. 2016 HIGH \$183.16  
 2015 YTD AVG. \$101.13    JAN. 2016 LOW \$ 40.59  
 2014 YTD AVG. \$ 98.15

Mid-Florida Marketing & Research, Inc.



# DAYTONA BEACH HOTEL/MOTEL REV PAR BY MONTH 2014 - 2016

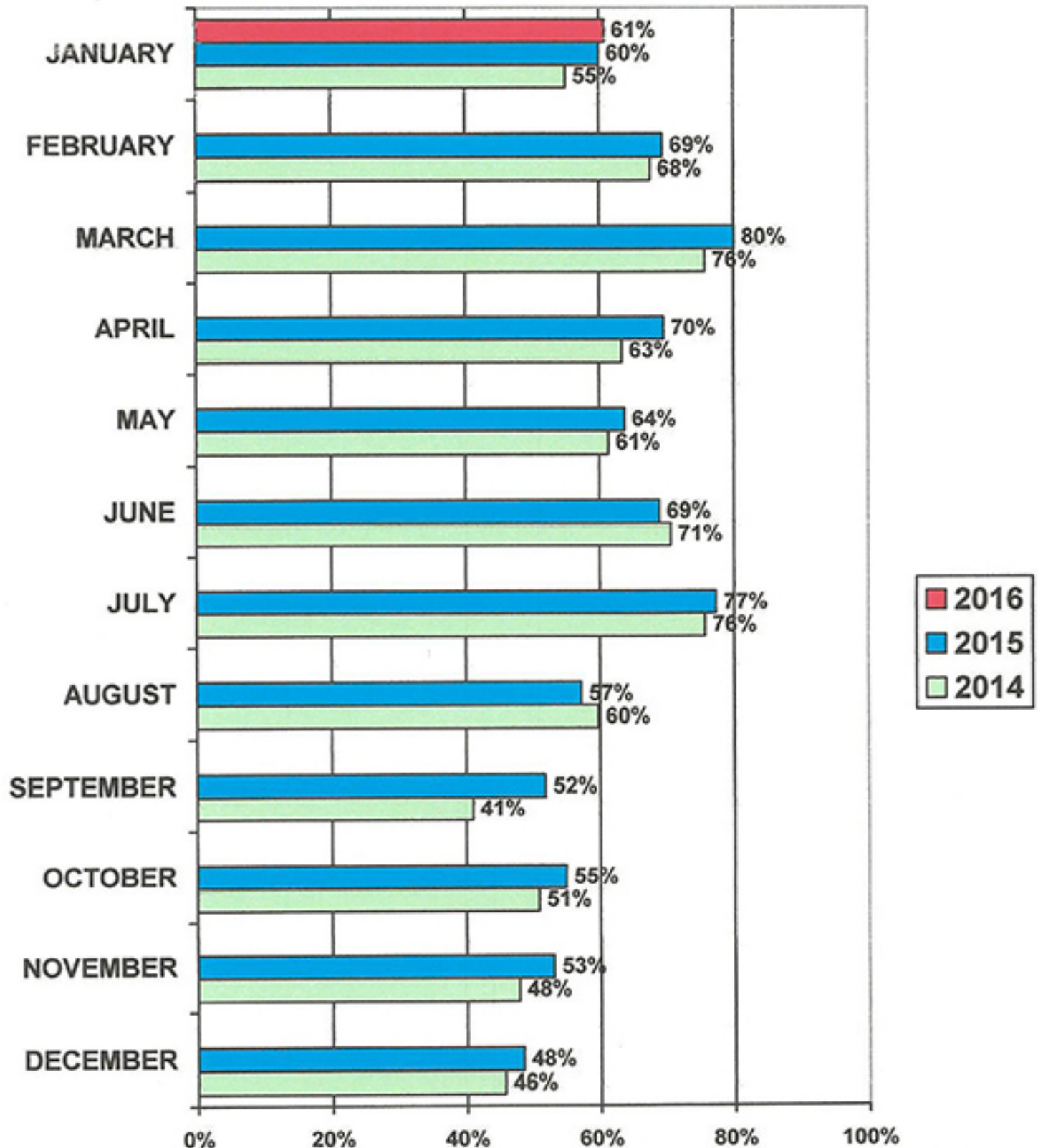


2016 YTD AVG. \$66.52  
 2015 YTD AVG. \$59.82  
 2014 YTD AVG. \$54.82

Mid-Florida Marketing & Research, Inc.



# VOLUSIA HOTEL/MOTEL OCCUPANCY 2014 - 2016

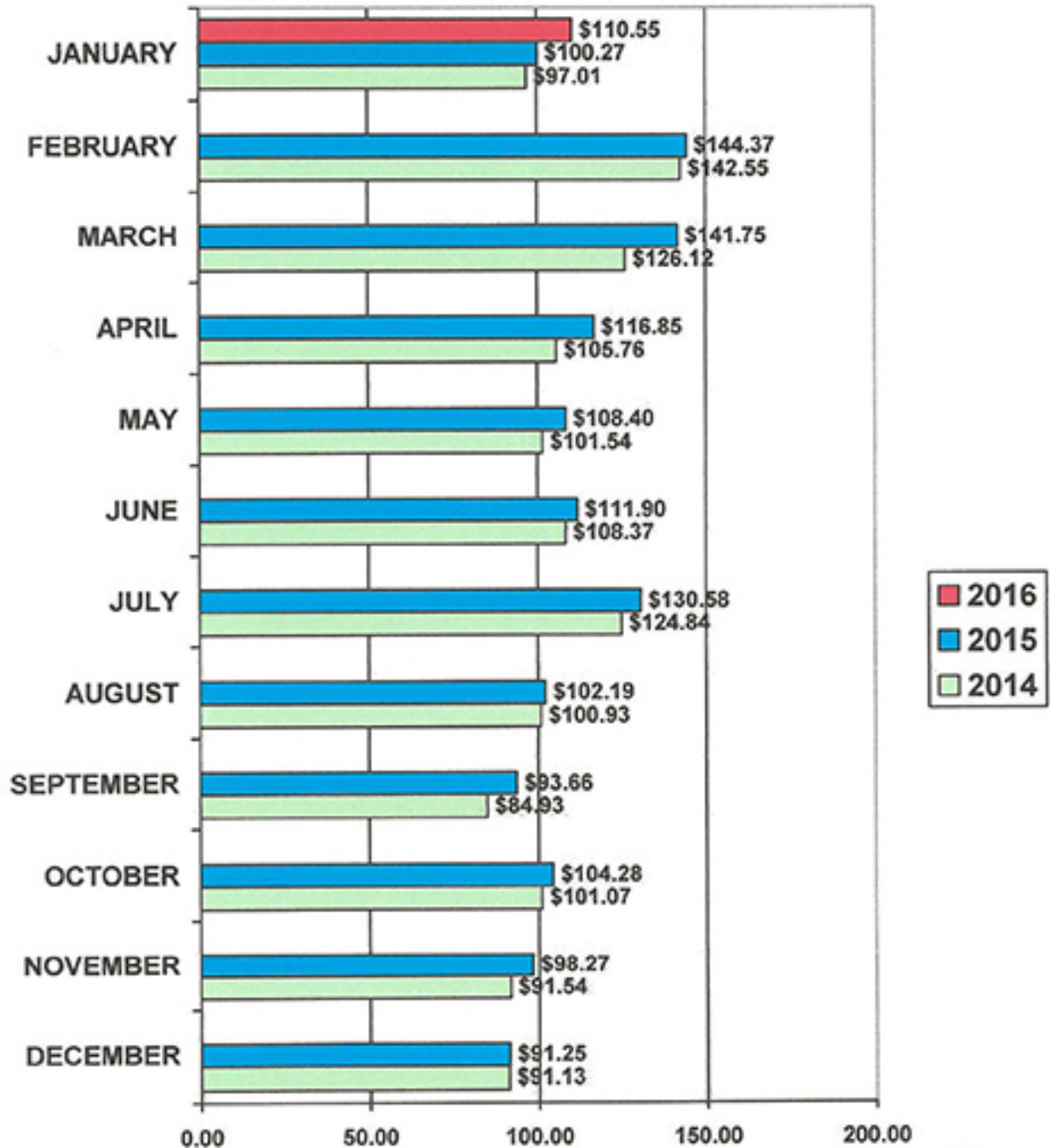


2016 YTD AVG. 61%    JAN. 2016 HIGH 100%  
 2015 YTD AVG. 60%    JAN. 2016 LOW 27%  
 2014 YTD AVG. 55%



Mid-Florida Marketing & Research, Inc.

## VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2014 - 2016



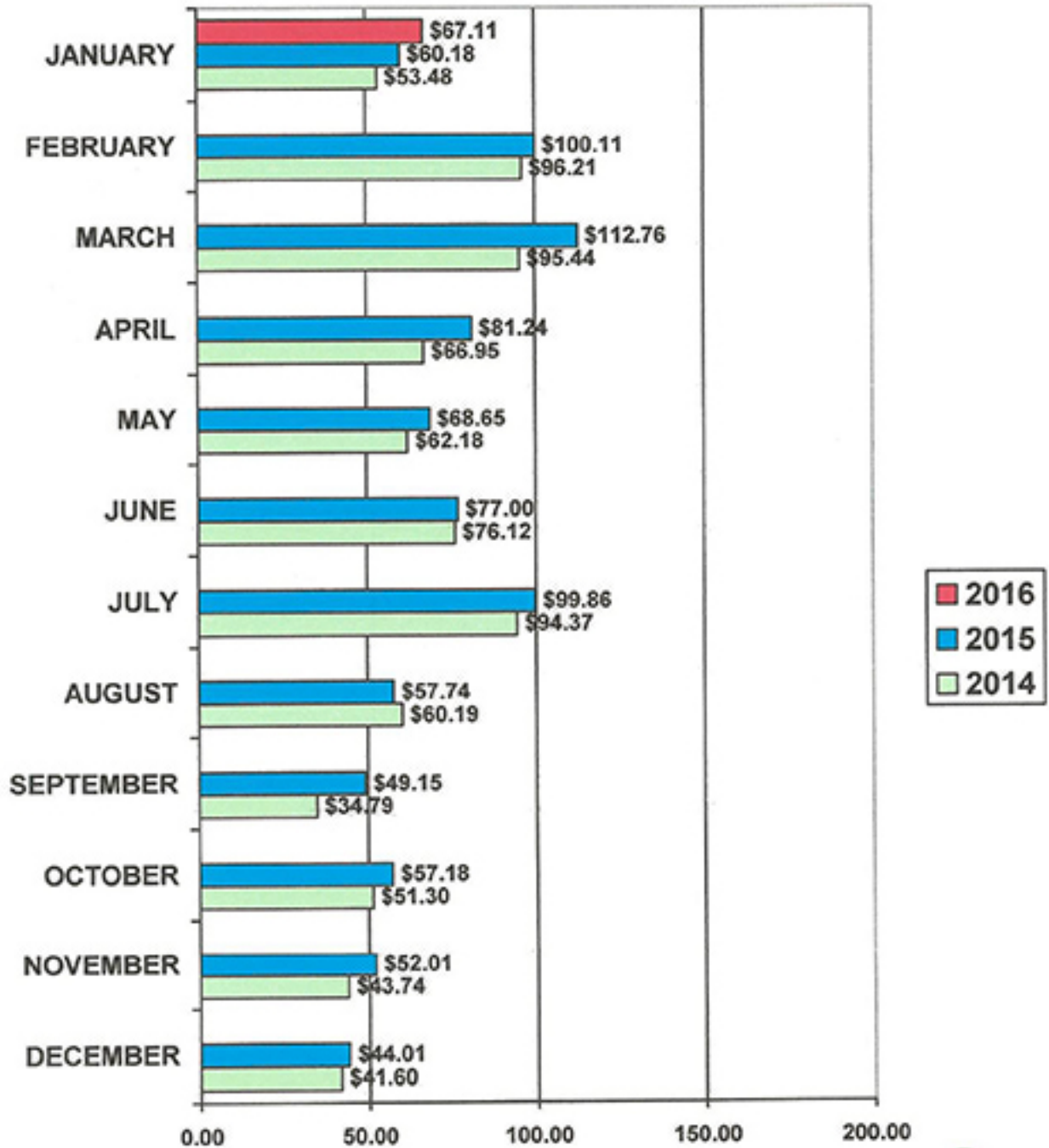
2016 YTD AVG. \$110.55  
 2015 YTD AVG. \$100.27  
 2014 YTD AVG. \$ 97.01

JAN. 2016 HIGH \$183.16  
 JAN. 2015 LOW \$ 40.59

MS&Florida Marketing & Research, Inc.



# VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2014 - 2016

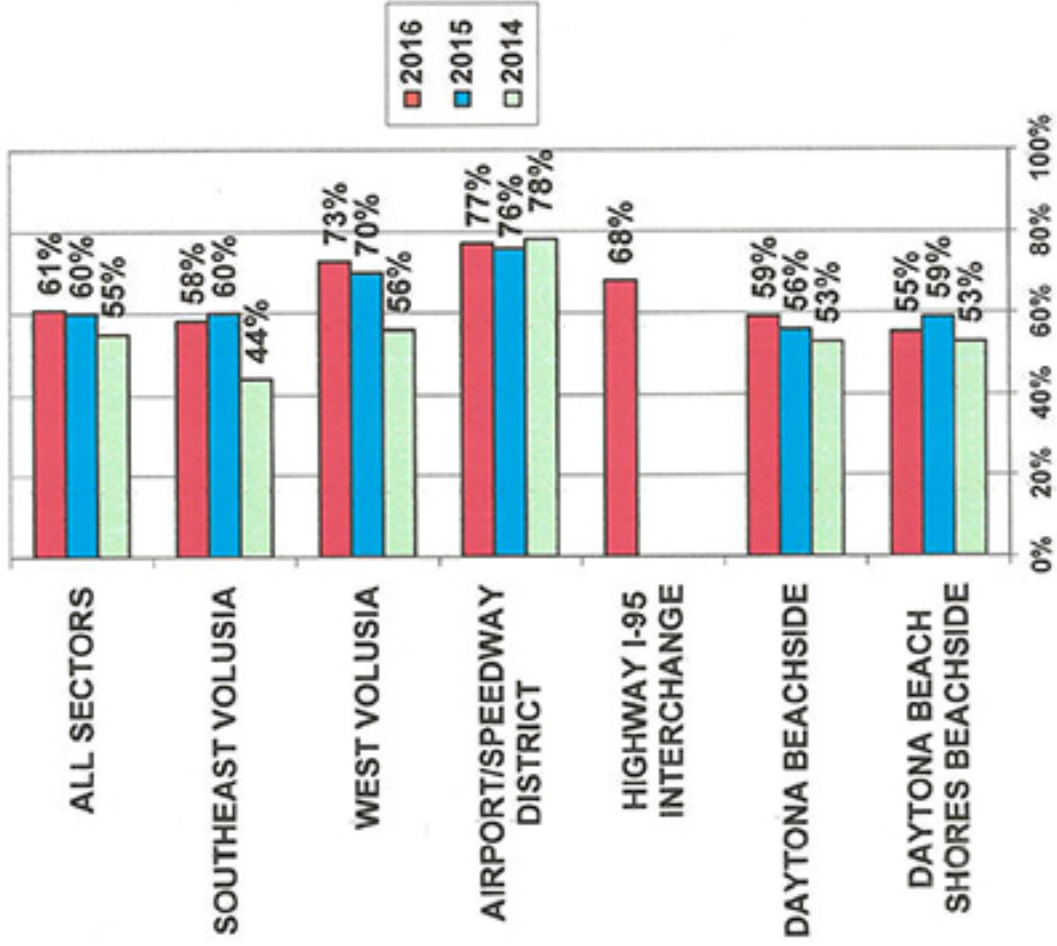


2016 YTD AVG. \$67.11  
 2015 YTD AVG. \$61.08  
 2014 YTD AVG. \$53.48

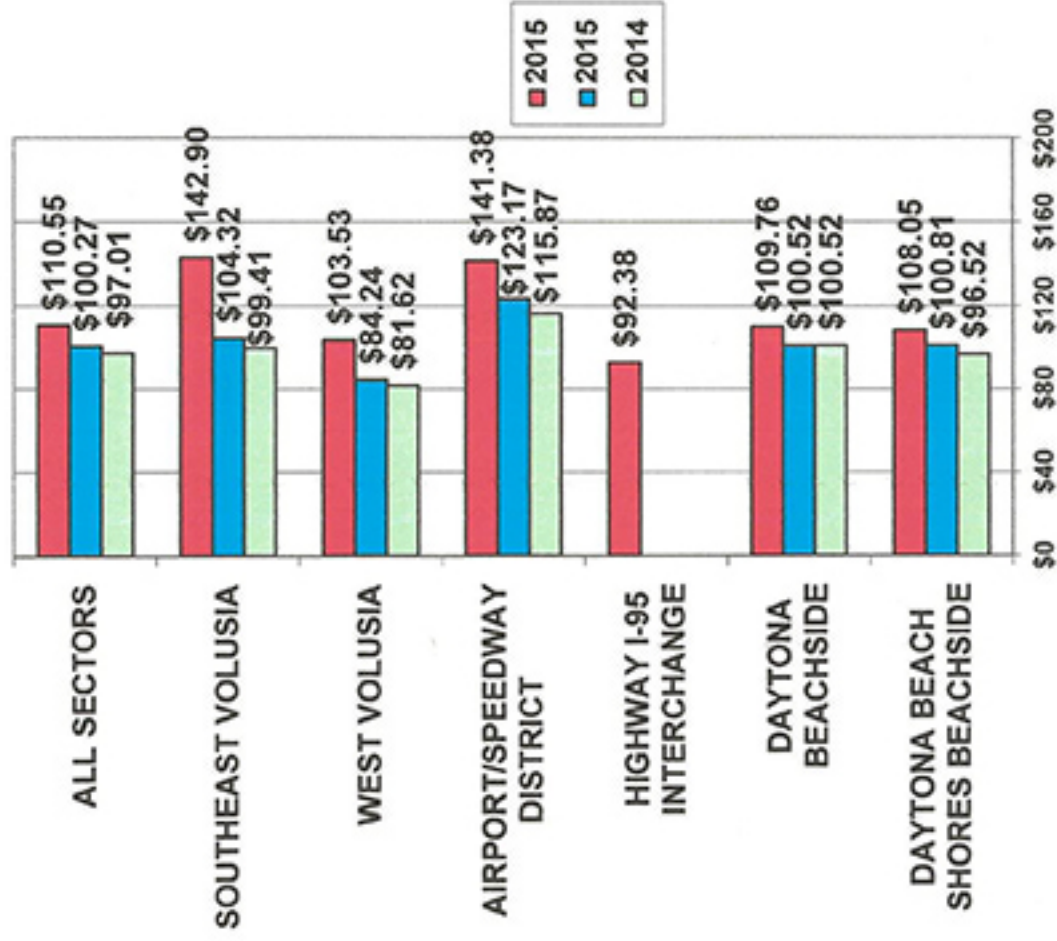
M&S-Florida Marketing & Research, Inc.



**VOLUSIA OCCUPANCY BY  
AREA SECTORS -  
JANUARY 2014 - 2016**

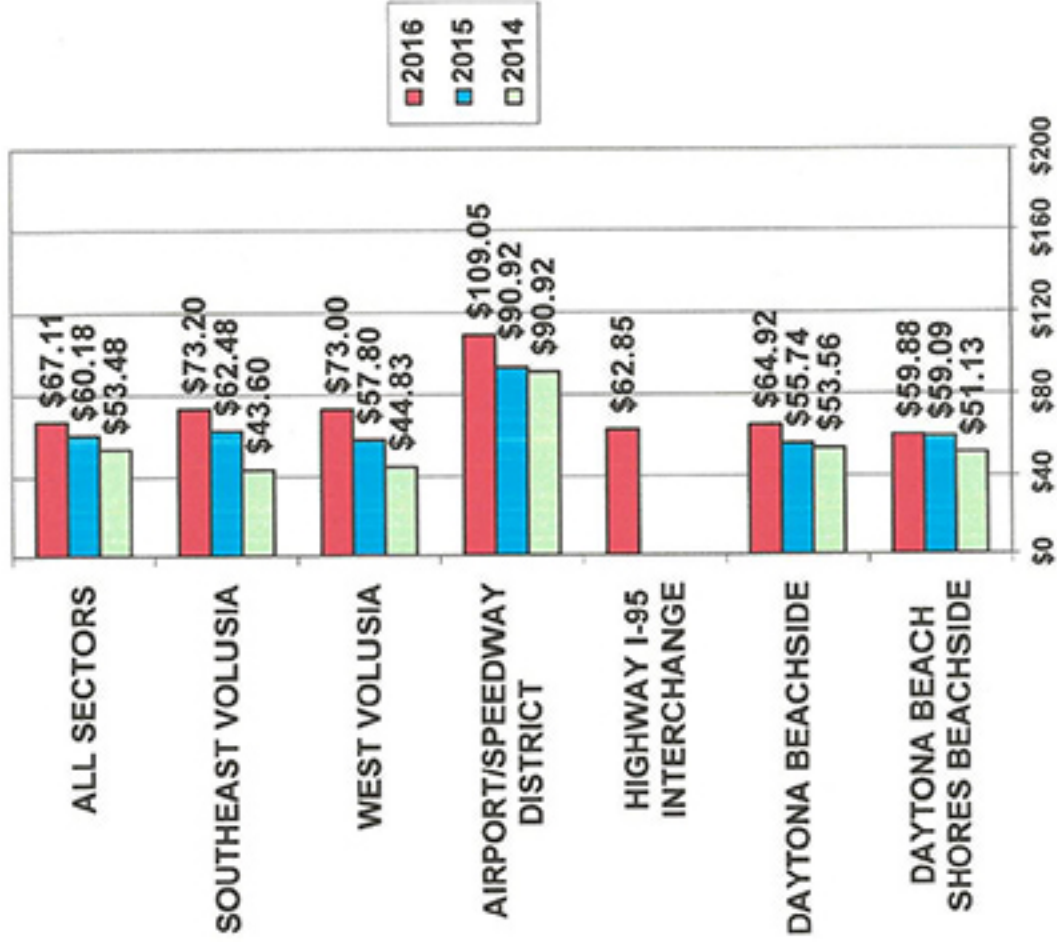


**VOLUSIA AVERAGE DAILY RATE BY  
AREA SECTORS -  
JANUARY 2014 - 2016**





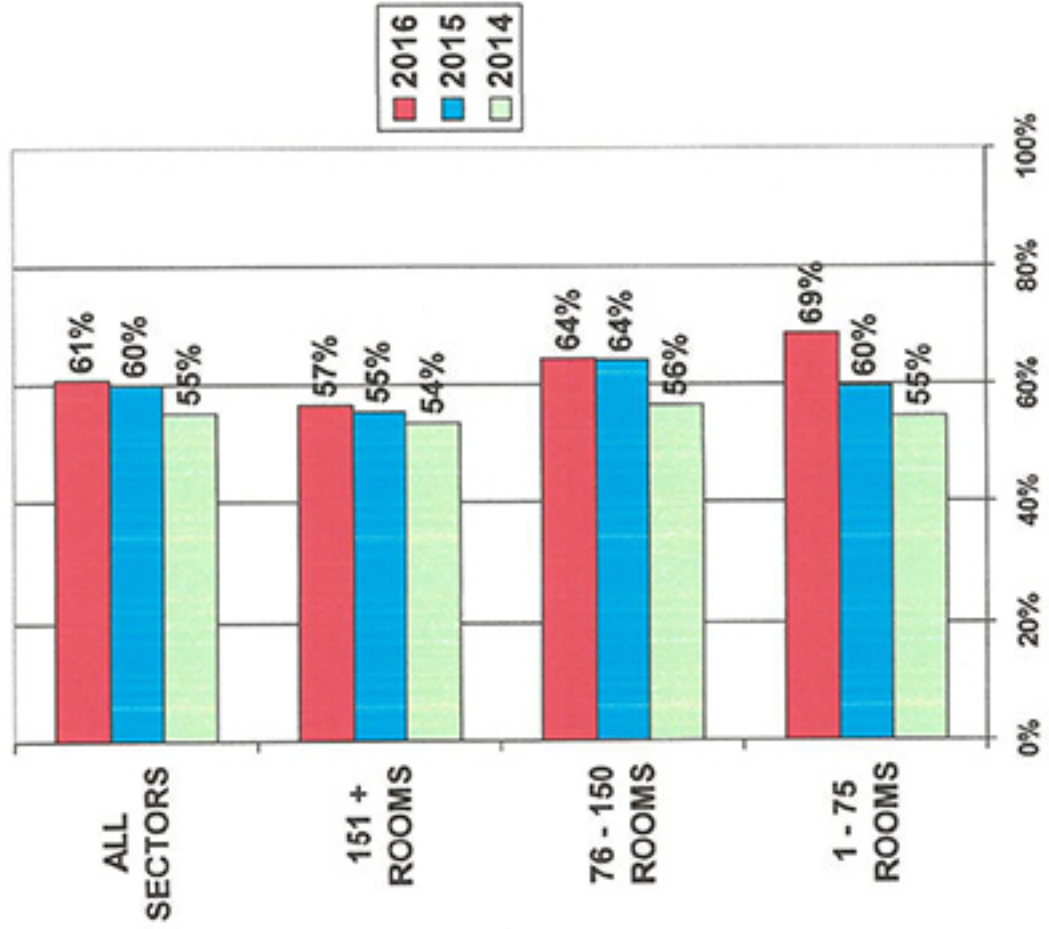
**VOLUSIA REV PAR BY  
AREA SECTORS -  
JANUARY 2014 - 2016**



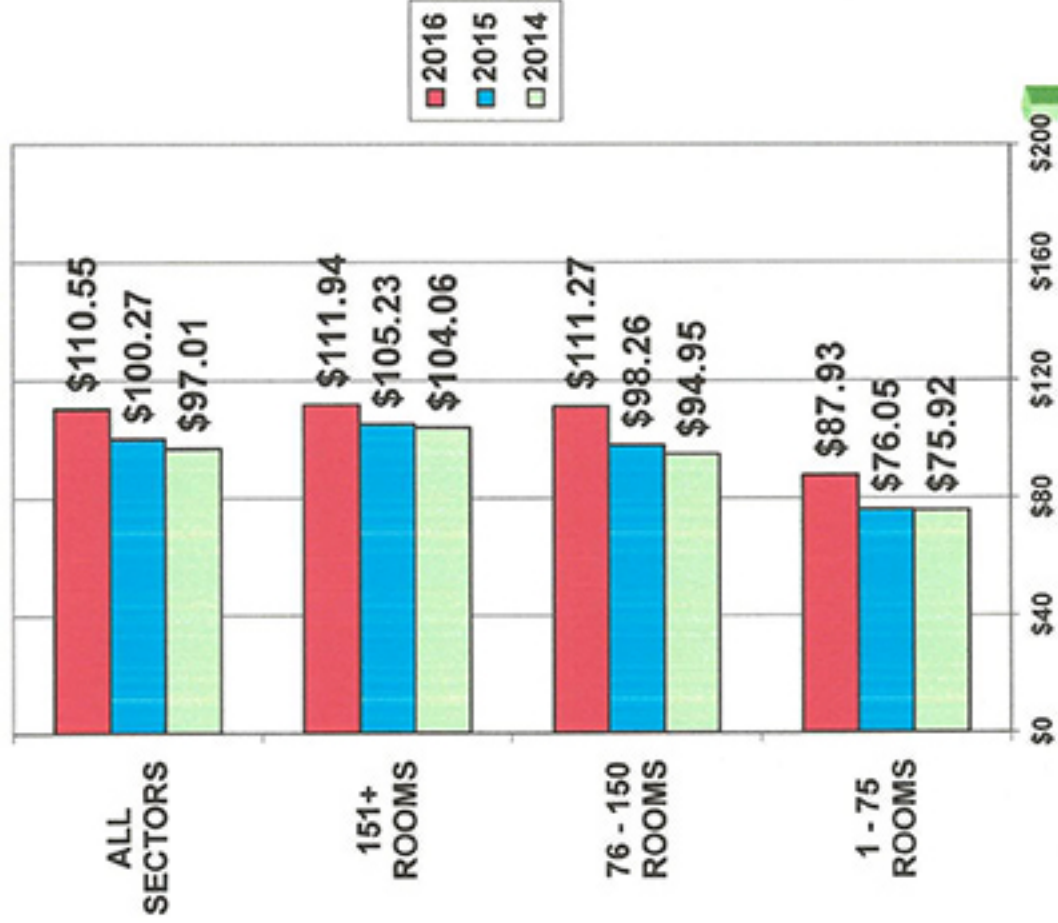
AREA SECTORS WITH FEWER THAN FIVE  
PROPERTIES REPORTING ARE NOT INCLUDED.



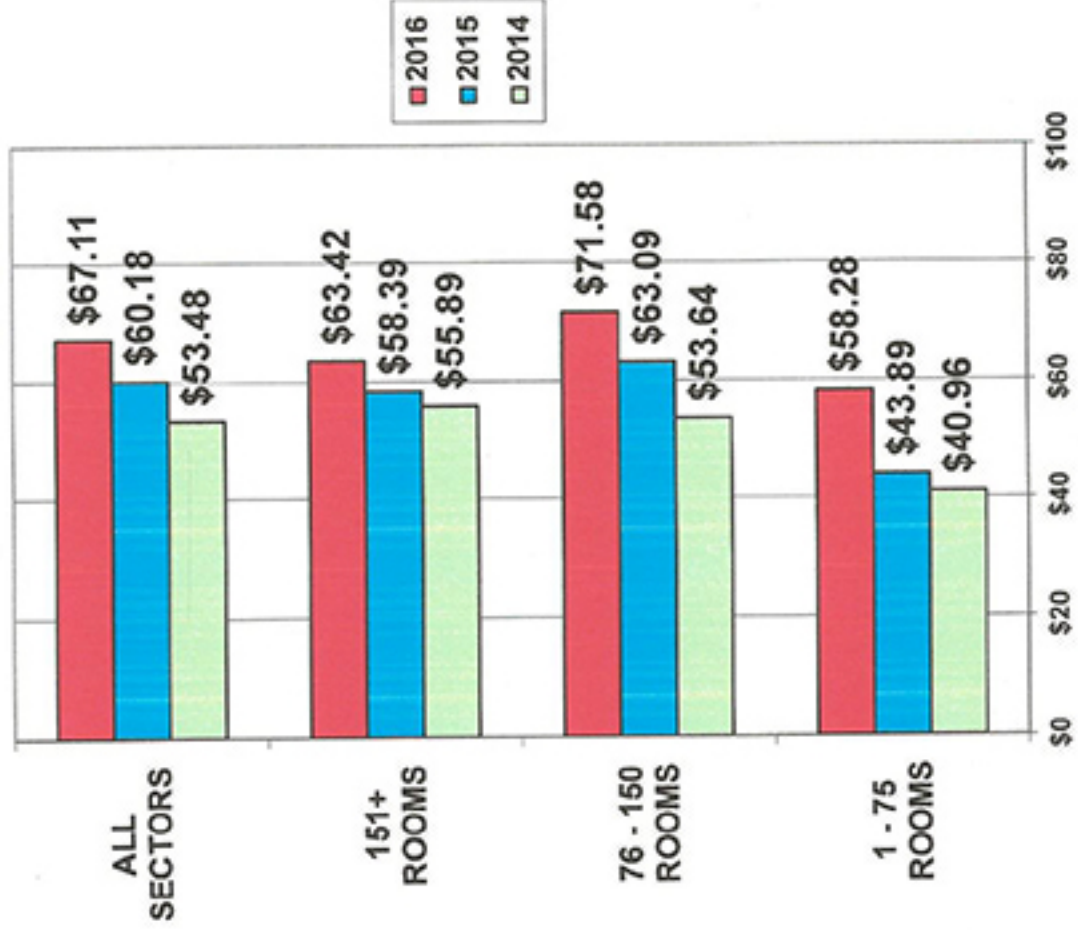
**VOLUSIA OCCUPANCY  
BY PROPERTY SIZE -  
JANUARY 2014 - 2016**



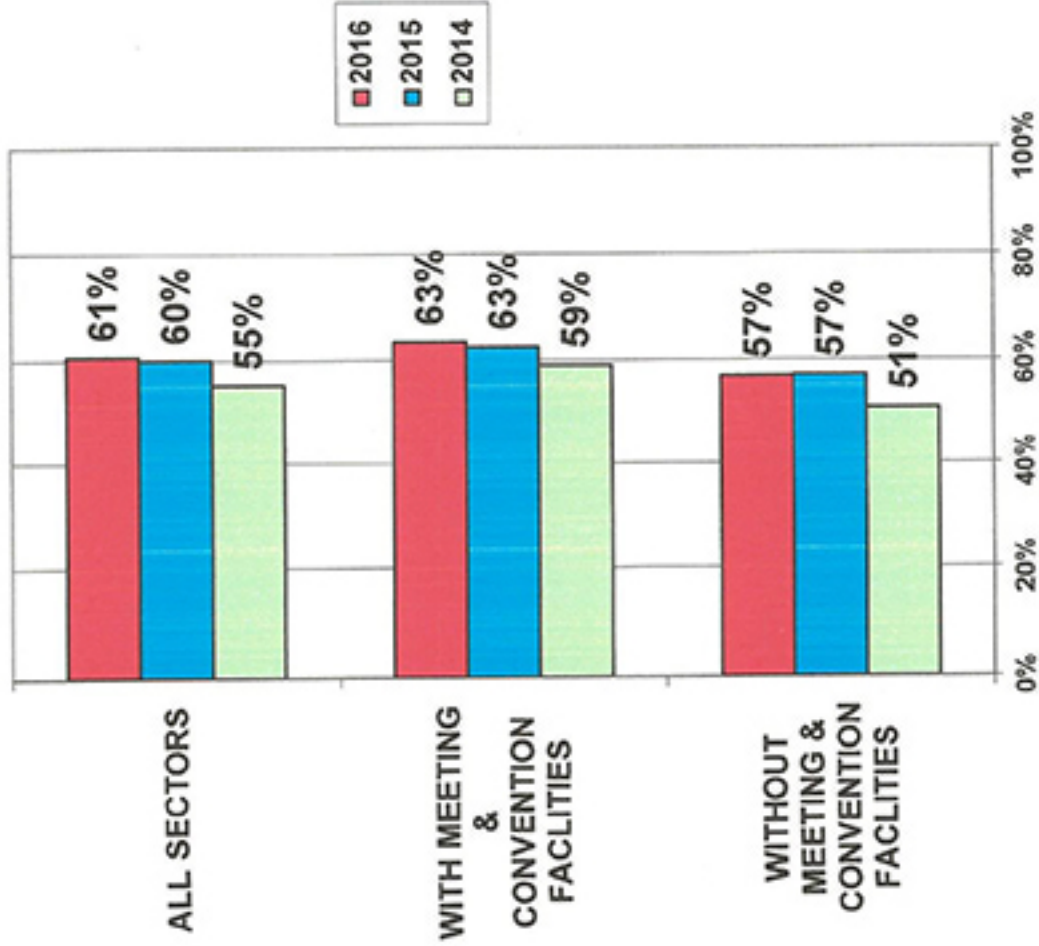
**VOLUSIA AVERAGE DAILY RATE  
BY PROPERTY SIZE -  
JANUARY 2014 - 2016**



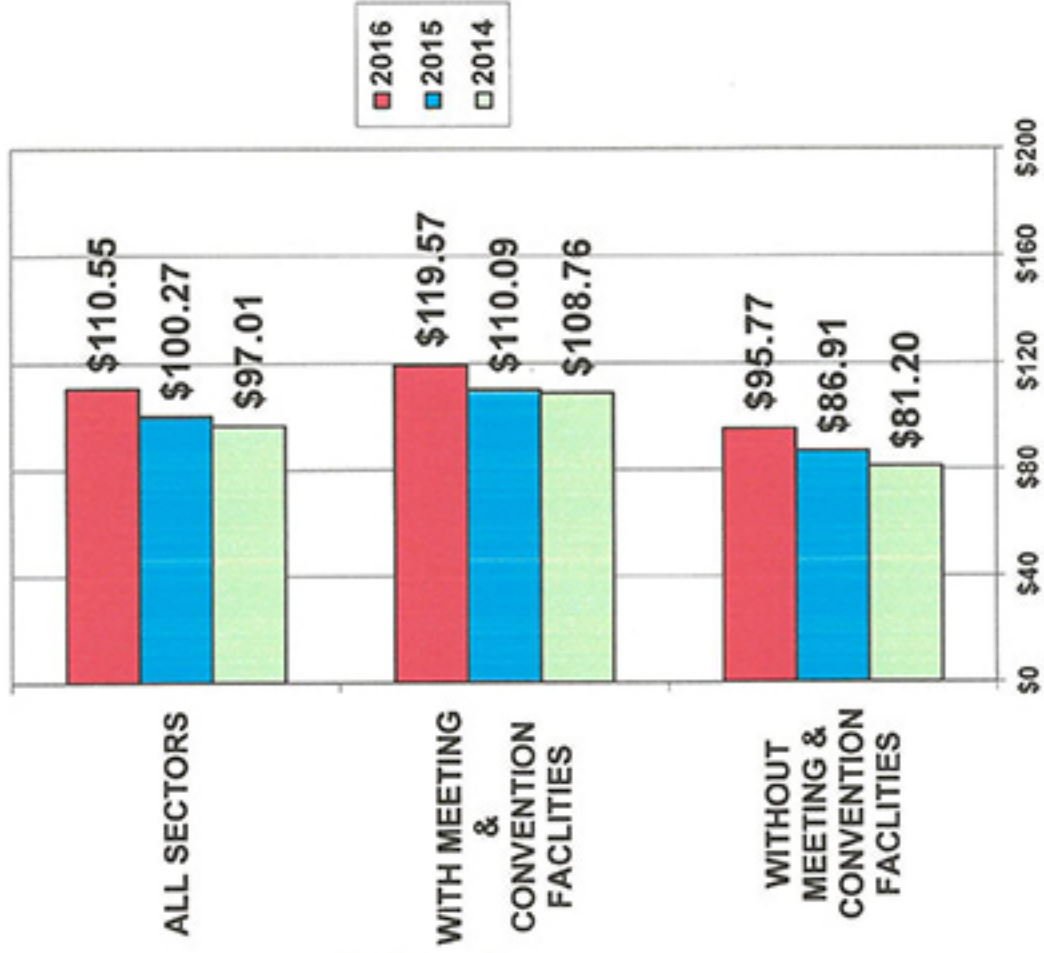
**VOLUSIA REV/PAR  
BY PROPERTY SIZE -  
JANUARY 2014 - 2016**



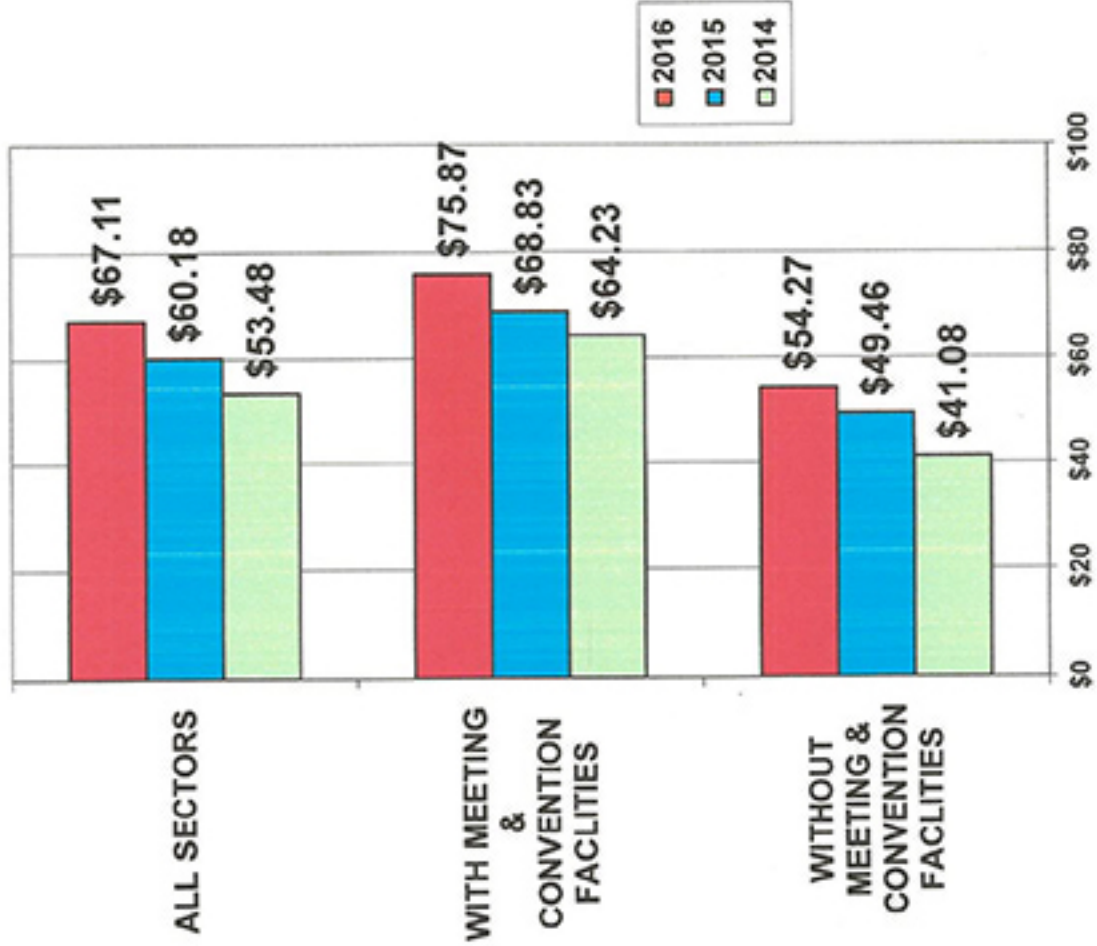
**VOLUSIA OCCUPANCY  
BY MEETING & CONVENTION  
FACILITIES JANUARY 2014 - 2016**



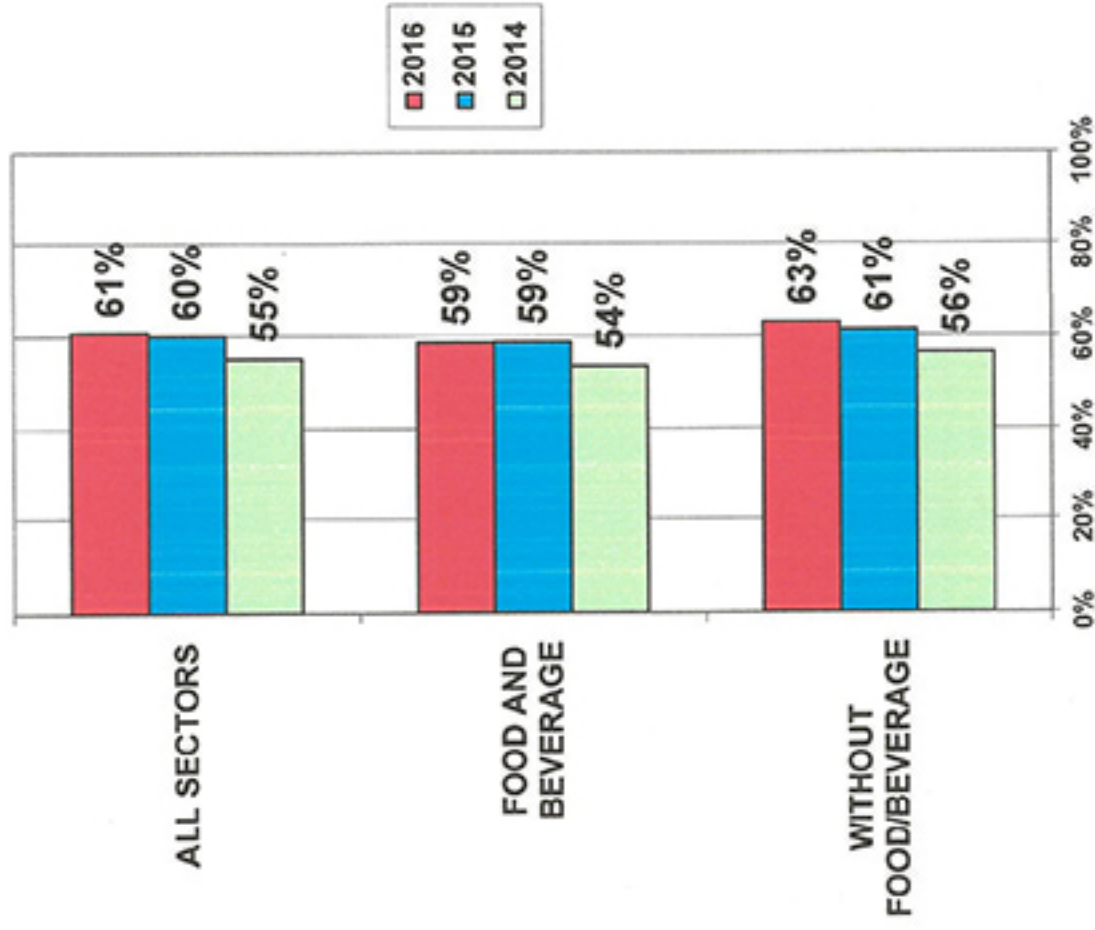
**VOLUSIA AVERAGE DAILY RATE  
BY MEETING & CONVENTION FACILITIES  
JANUARY 2014 - 2016**



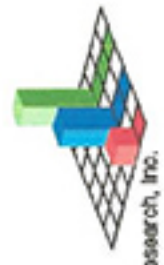
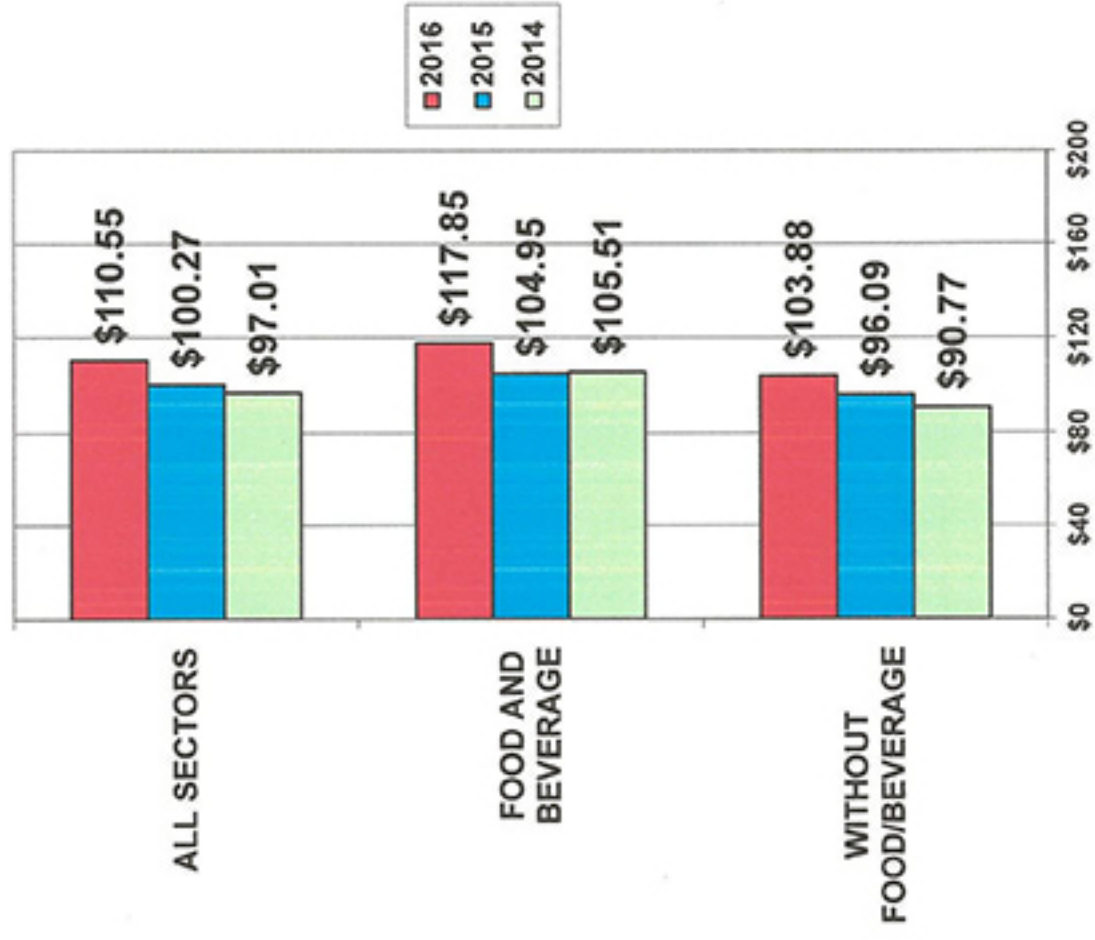
**VOLUSIA REVIPAR  
BY MEETING & CONVENTION  
FACILITIES - JANUARY 2014 - 2016**



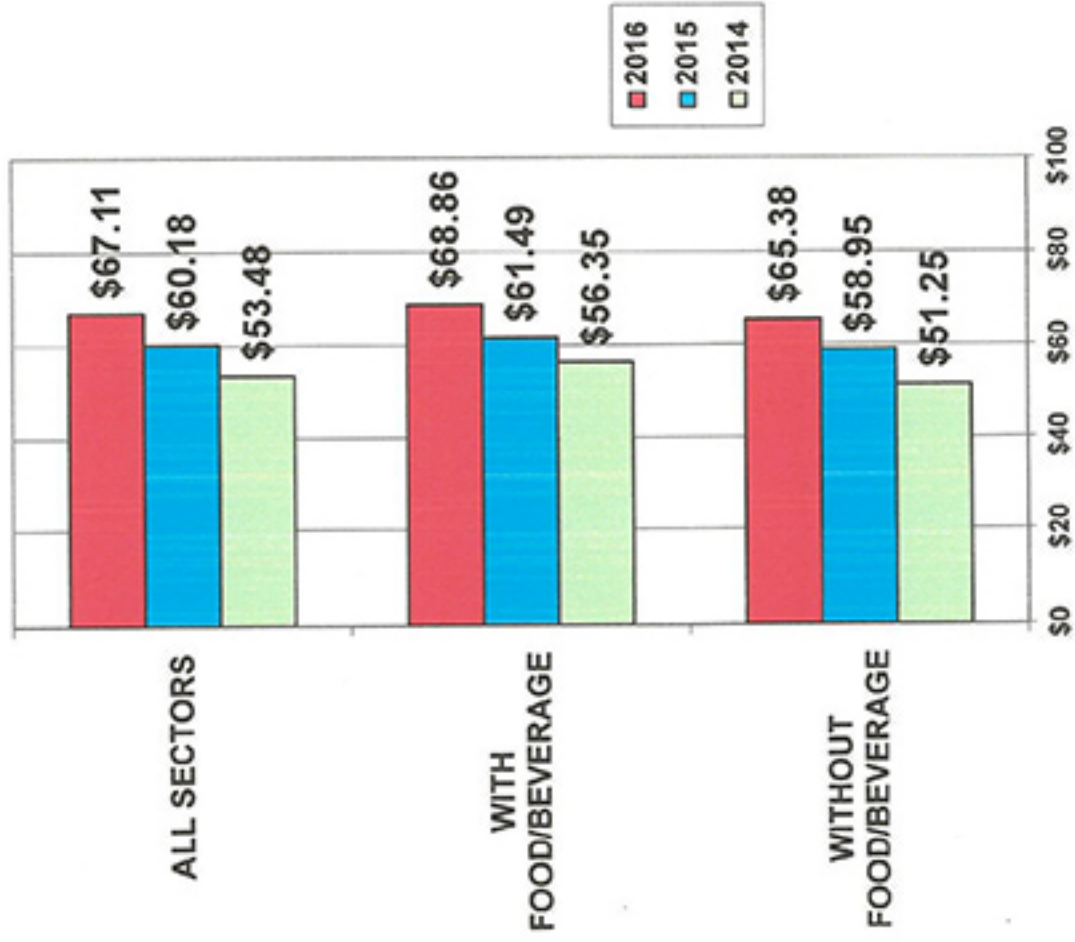
**VOLUSIA OCCUPANCY  
BY FOOD AND/OR BEVERAGE  
FACILITIES - JANUARY 2014 - 2016**



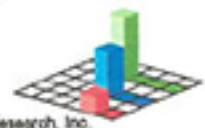
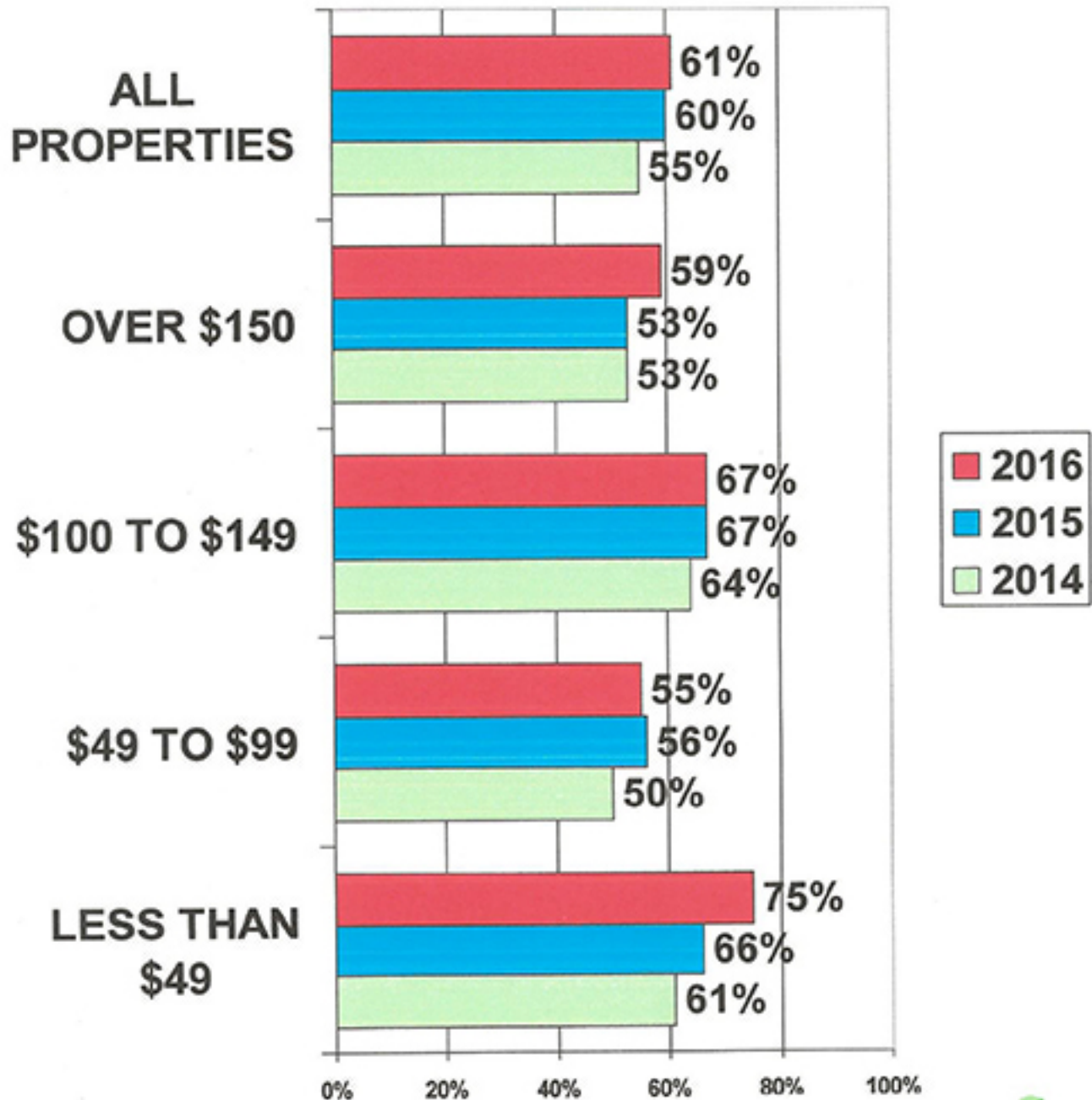
**VOLUSIA AVERAGE DAILY RATE  
BY FOOD AND/OR BEVERAGE  
FACILITIES - JANUARY 2014 - 2016**



**VOLUSIA REV/PAR  
BY FOOD/BEVERAGE -  
JANUARY 2014 - 2016**



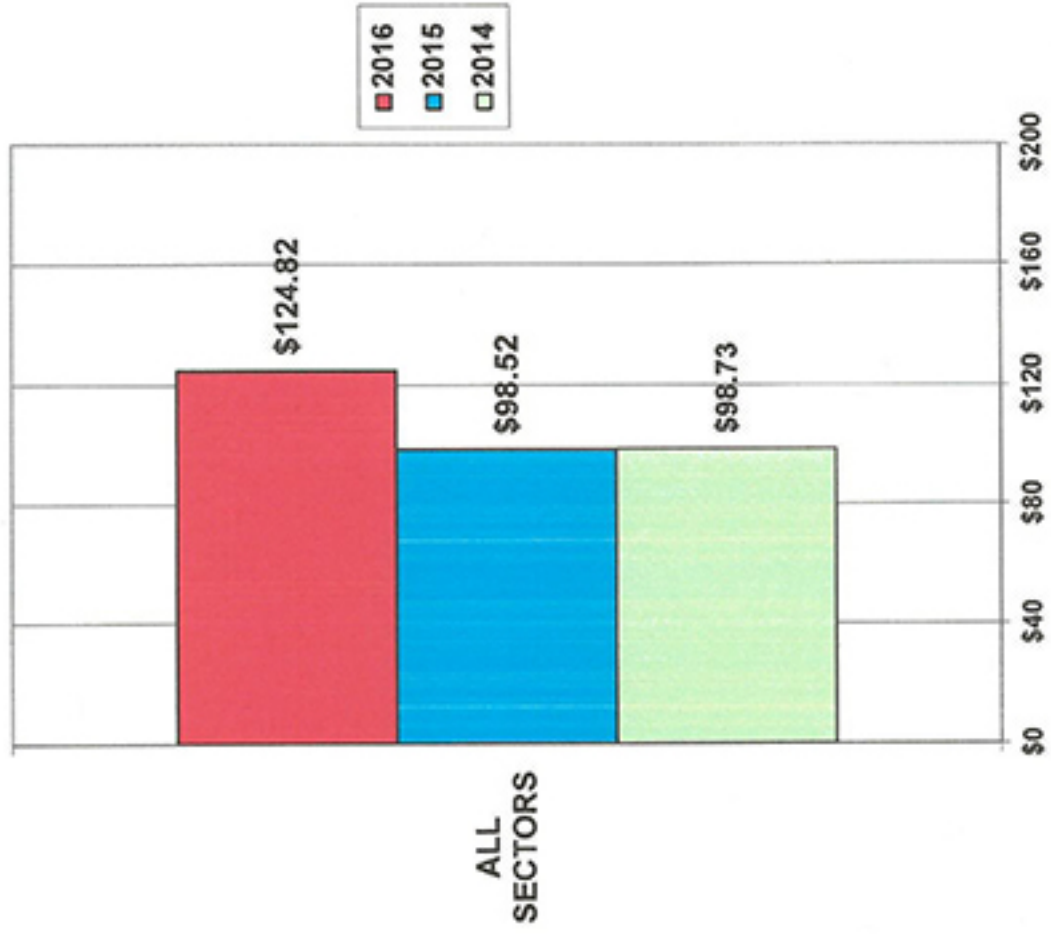
# VOLUSIA HOTEL/MOTEL OCCUPANCY BY PRICE RANGE - JANUARY 2014 - 2016



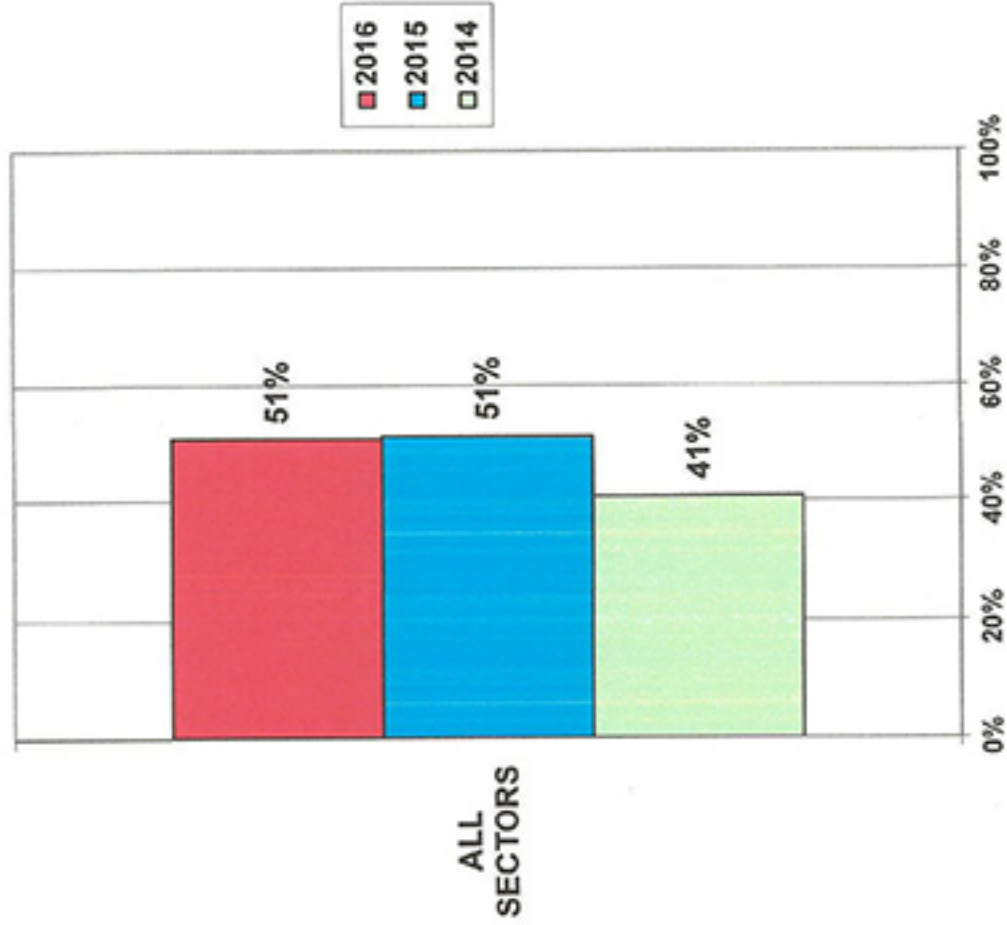
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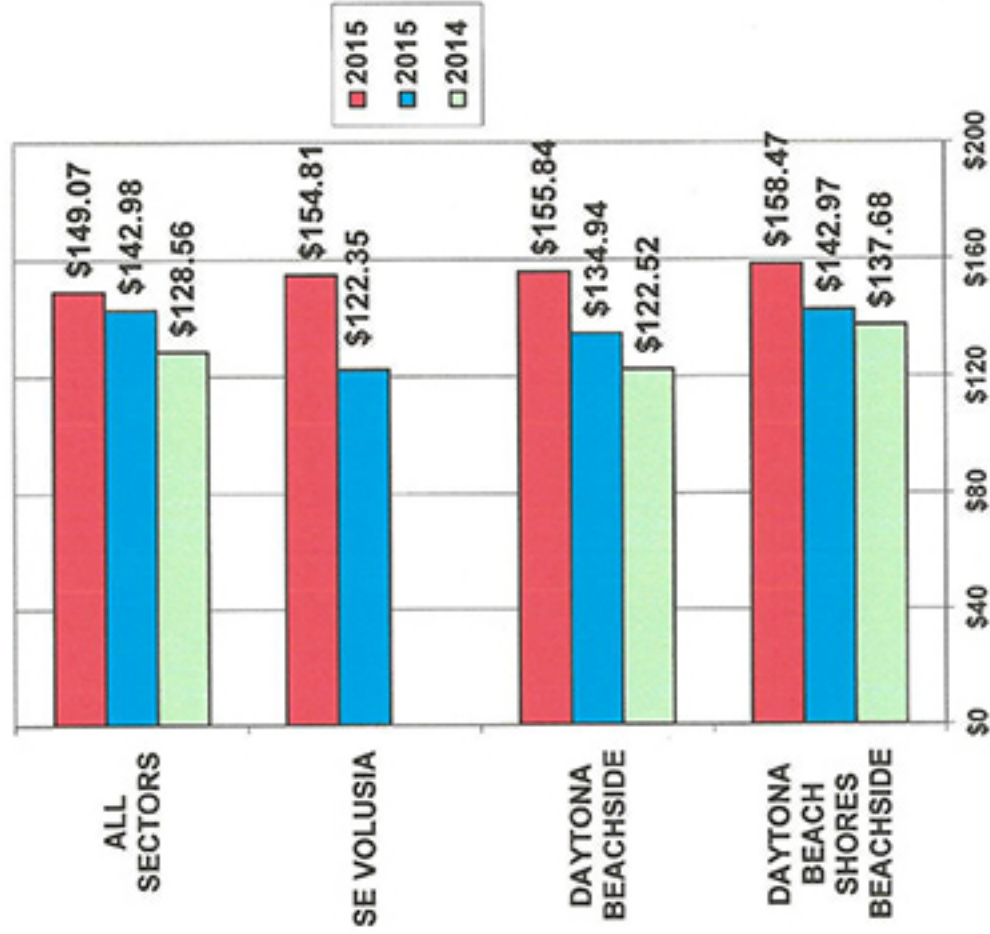
**VOLUSIA AVERAGE DAILY RATE  
BY CONDO/TIMESHARES -  
JANUARY 2014 - 2016**



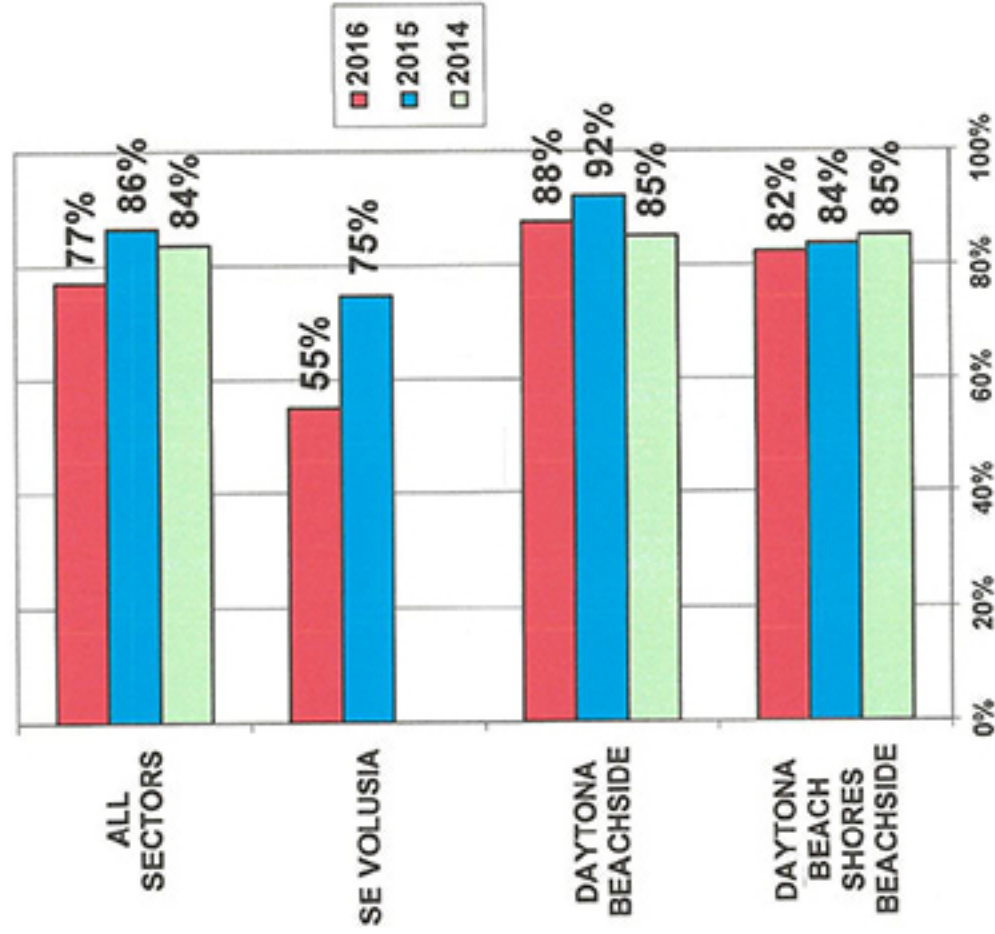
**VOLUSIA OCCUPANCY  
BY CONDO/TIMESHARES -  
JANUARY 2014 - 2016**



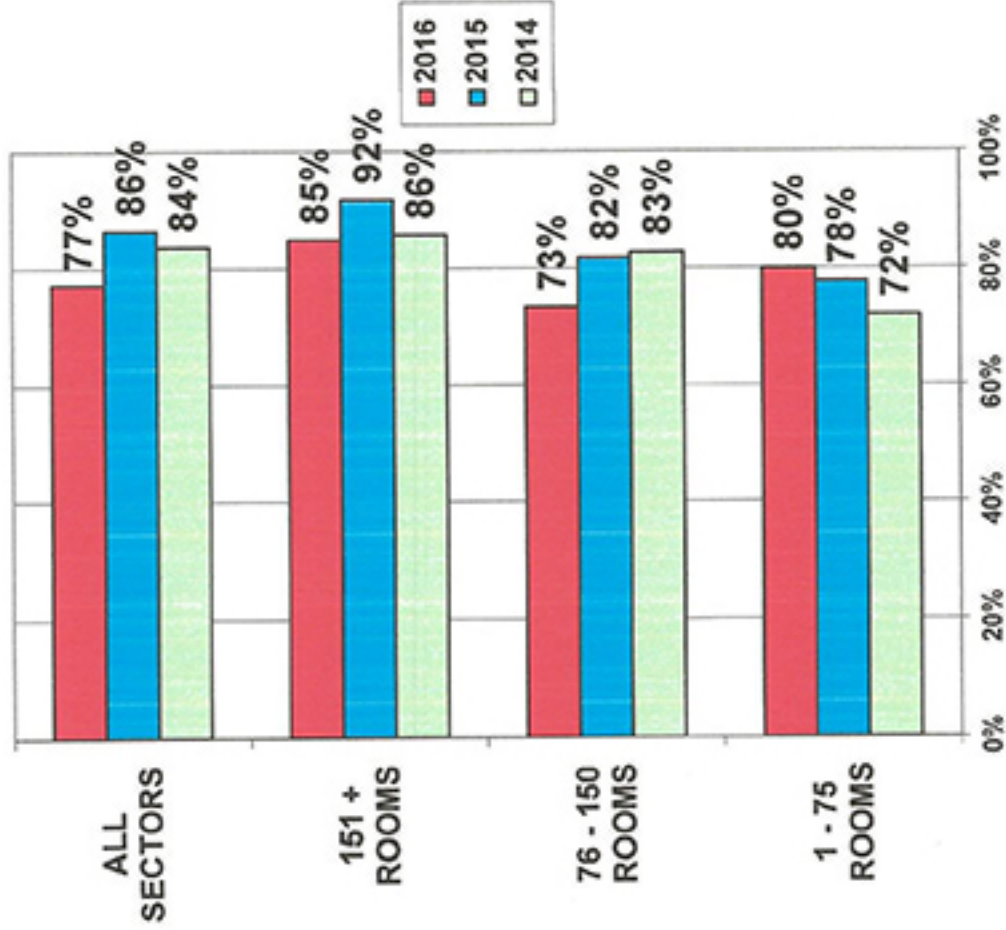
**VOLUSIA AVERAGE DAILY RATE  
BY AREA SECTORS -  
ROLEX 24 HOURS 2016**



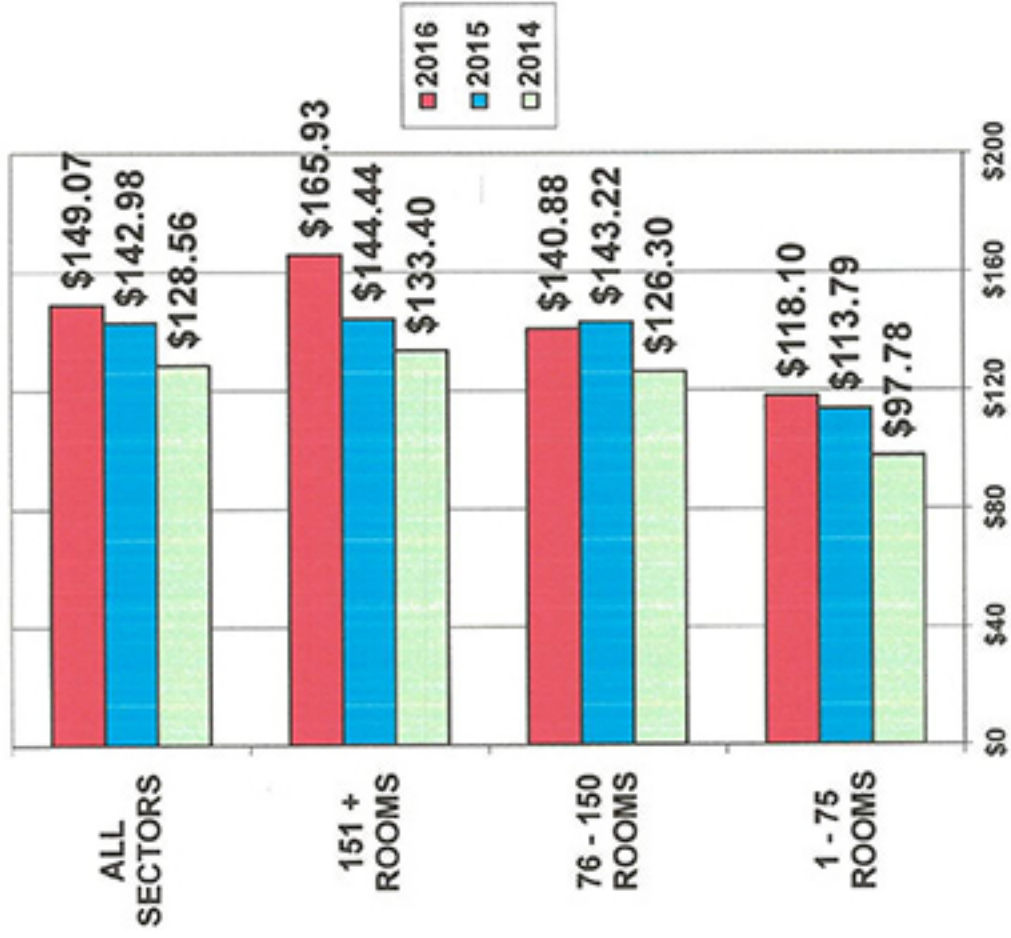
**VOLUSIA OCCUPANCY  
BY AREA SECTORS -  
ROLEX 24 HOURS 2016**



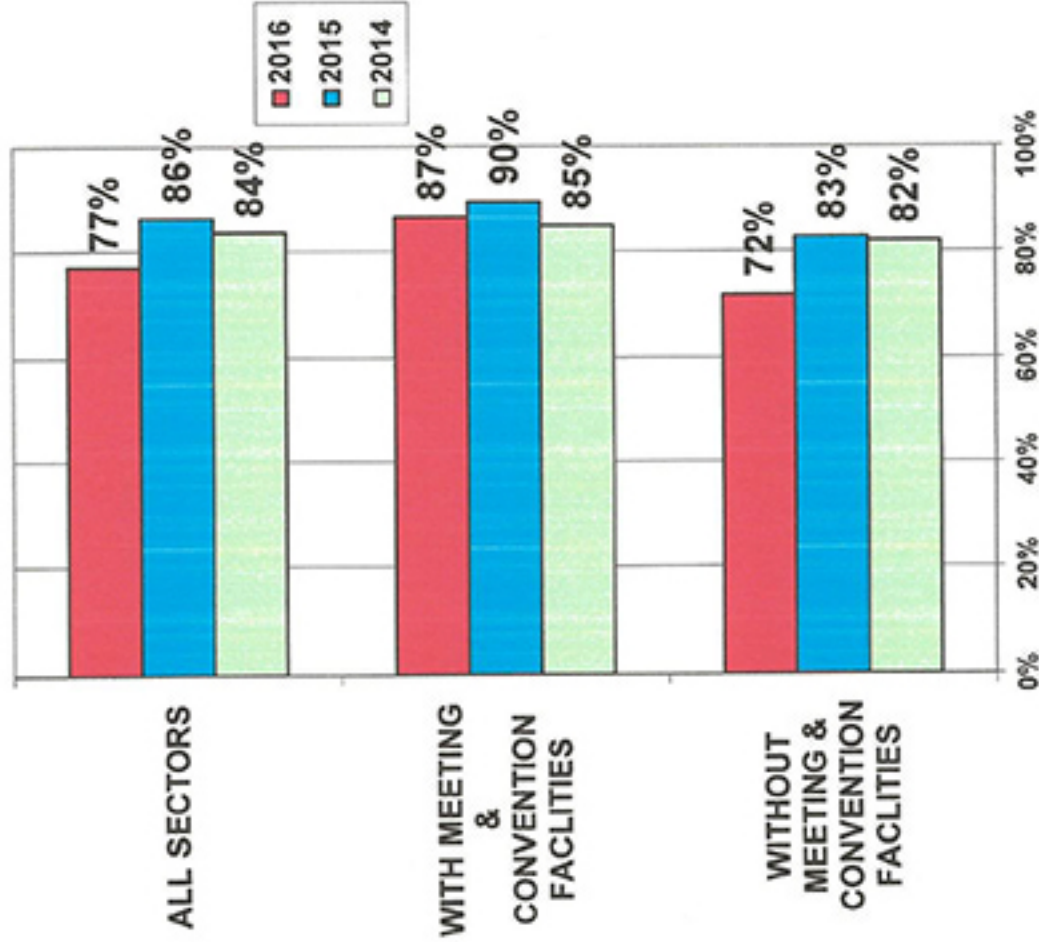
**VOLUSIA OCCUPANCY BY  
PROPERTY SIZE -  
ROLEX 24 HOURS 2016**



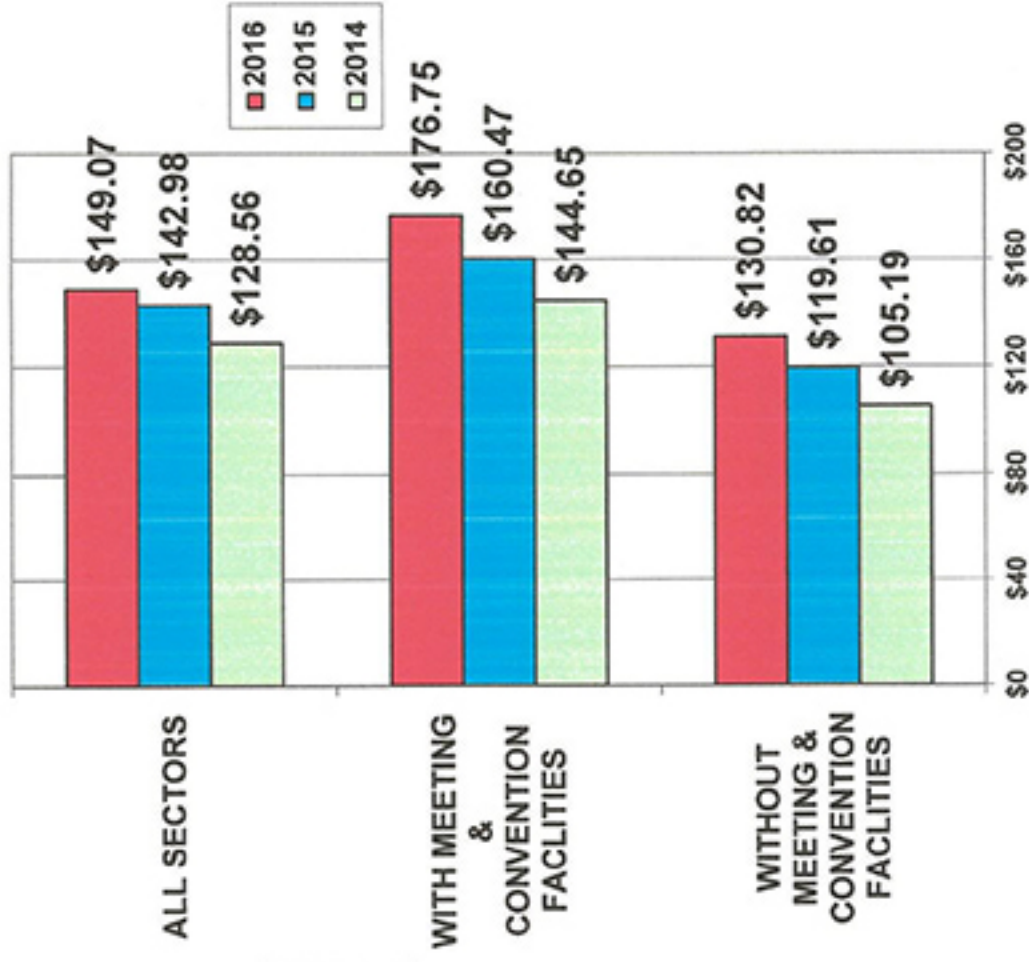
**VOLUSIA OCCUPANCY BY  
PROPERTY SIZE -  
ROLEX 24 HOURS 2016**



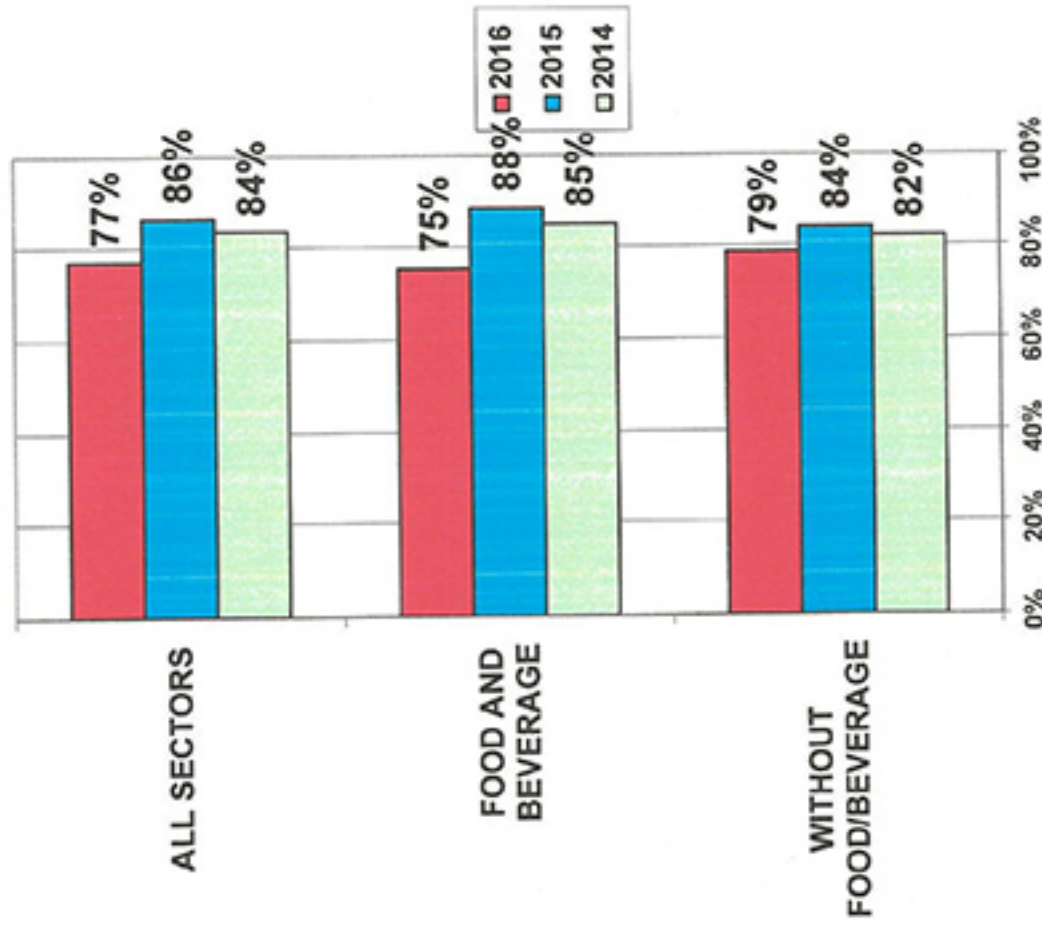
**VOLUSIA OCCUPANCY  
BY MEETING & CONVENTION FACILITIES  
ROLEX 24 HOURS 2016**



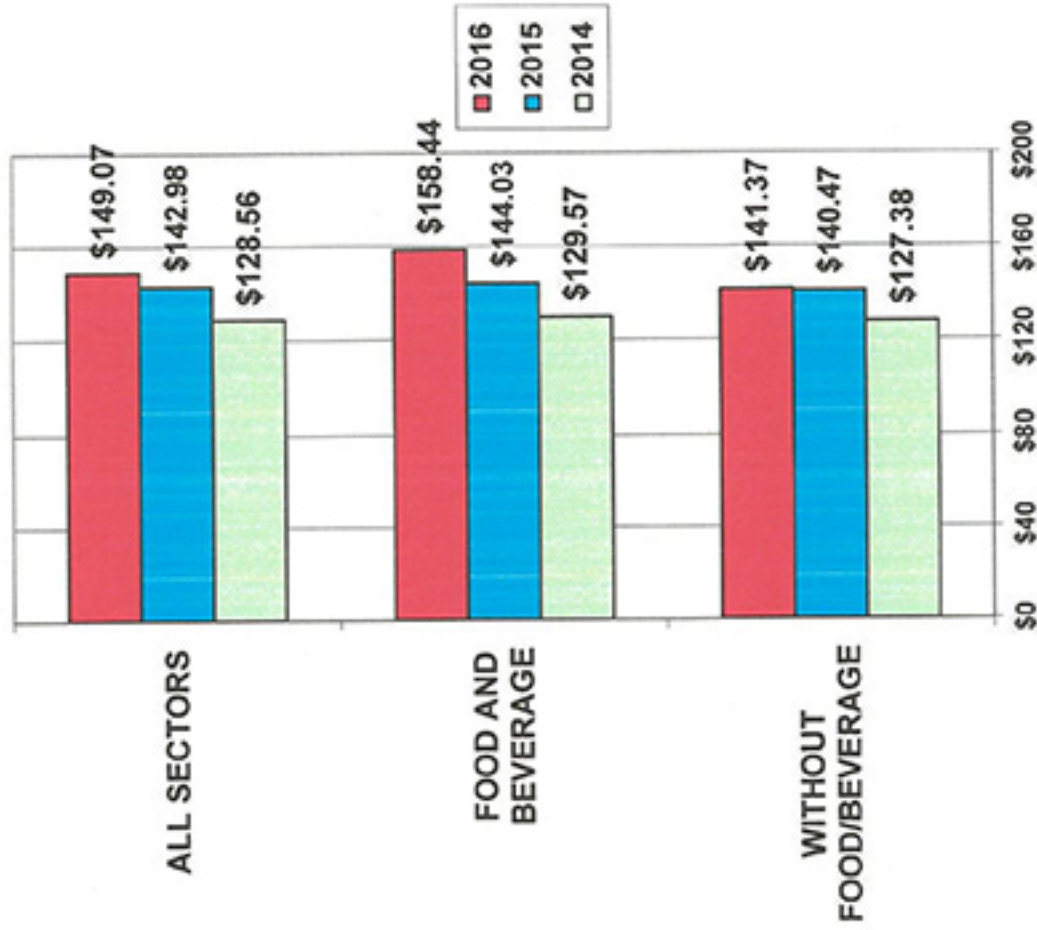
**VOLUSIA AVERAGE DAILY RATE BY  
MEETING & CONVENTION FACILITIES  
ROLEX 24 HOURS 2016**



**VOLUSIA OCCUPANCY BY FOOD AND BEVERAGE  
ROLEX 24 HOURS 2016**



**VOLUSIA AVERAGE DAILY RATE  
BY FOOD AND BEVERAGE  
ROLEX 24 HOURS 2016**



**PARTICIPATING PROPERTIES  
BY AREA SECTOR**

**MONTHS REPORTING 2016**

	<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>
<b>DAYTONA BEACH SHORES BEACHSIDE</b>													
ACAPULCO HOTEL & RESORT	133	X											
BAHAMA HOUSE	95	X											
BEST WESTERN PLUS AKU TIKI	132	X											
EL CARIBE RESORT & CONF. CENTER	112	X											
HAMPTON DAYTONA SHORES OCEANFRONT	114	X											
HOLIDAY INN EXPRESS & SUITES	131	X											
HYATT PLACE	143	X											
LEXINGTON INN & SUITES	101	X											
OCEAN COURT MOTEL	33	X											
OCEANSIDE INN	191	X											
PERRY'S OCEAN EDGE RESORT	200	X											
SHORES RESORT & SPA	212	X											
SUN VIKING LODGE	91	X											
<b>DAYTONA BEACHSIDE</b>													
DAYTONA BEACH REGENCY	98	X											
DAYTONA BEACH RESORT	303	X											
HILTON DAYTONA BEACH RESORT	742	X											
HOLIDAY INN HOTEL & SUITES	123	X											
HOLIDAY INN RESORT DAYTONA	187	X											
LA PLAYA RESORT	238	X											
NAUTILUS INN	90	X											
PLAZA OCEAN CLUB	206	X											
PLAZA RESORT & SPA	322	X											
SILVER BEACH CLUB	74	X											
THE VILLA BED AND BREAKFAST	4	X											
WYNDHAM OCEAN WALK	127	X											



**PARTICIPATING PROPERTIES  
BY AREA SECTOR**

**MONTHS REPORTING 2016**

	<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>
<b>ORMOND BEACHSIDE</b>													
ATLANTIC COVE MOTEL	97												
BEST WESTERN CASTILLO DEL SOL	147	X											
CORAL SANDS OCEAN FRONT	102	X											
COVE ON ORMOND BEACH	112	X											
MAKAI BEACH LODGE	109	X											
<b>HIGHWAY I-95 INTERSECTIONS</b>													
BEST WESTERN SPEEDWAY	151	X											
*COUNTRY INN & SUITES PORT ORANGE	87	X											
HAMPTON INN - ORMOND BEACH	84	X											
HOWARD JOHNSON DESTINATION DAYTONA	79	X											
SLEEP INN	82	X											
<b>AIRPORT/SPEEDWAY DISTRICT</b>													
DAYTONA BEACH COURTYARD	122	X											
DAYTONA BEACH RESIDENCE INN	122	X											
HAMPTON INN AIRPORT	122	X											
HILTON GARDEN INN D B AIRPORT	115	X											
HOMEWOOD SUITES	94	X											
QUALITY INN DAYTONA	64	X											
<b>WEST VOLUSIA</b>													
ALLING HOUSE BED AND BREAKFAST ORANGE CITY	8	X											
DAYS INN ORANGE CITY	37	X											
HAMPTON INN DEBARY	76	X											
HAMPTON INN DELAND	112	X											
HONTOON LANDING	18	X											
<b>SE VOLUSIA</b>													
BEST WESTERN HOTEL	101	X											
COASTAL WATERS INN	40	X											
*COUNTRY INN & SUITES PORT ORANGE	87	X											
HAMPTON INN	112	X											
INN ON THE AVENUE	6	X											
OCEAN TRILLIUM SUITES	32	X											

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

