

Memo

To: HAAA
From: Evelyn Fine
Date: May 5, 2016
Subject: March 2016 Occupancy & Average Daily Rate Report

Overall Daytona Beach Area Occupancy increased about 3%, to 82% in March 2016 from 80% in March 2015.

The Daytona Beach Area Average Daily increased about 3%, to \$148.81 in March 2016 and \$143.85 in March 2015.

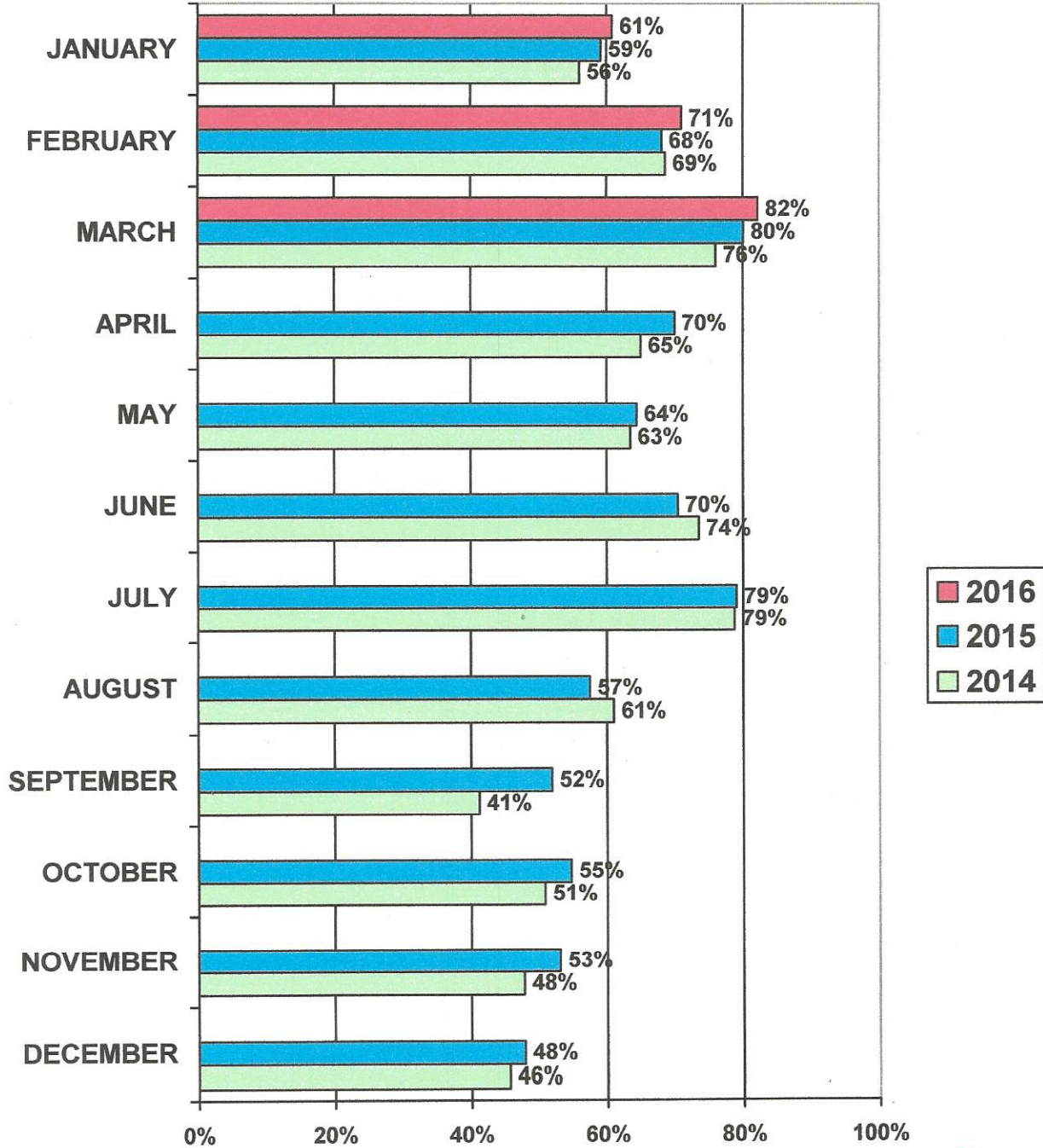
The Daytona Beach Area Revenue per Available Room increased about 7%, to \$122.29 in March 2016 from \$114.52 in March 2015.

Bike Week, good weather, and Family Spring Break were contributing factors to the overall occupancy and average daily rate during the month of March 2016.

EF/LT

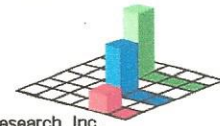


DAYTONA BEACH HOTEL/MOTEL OCCUPANCY 2014 - 2016

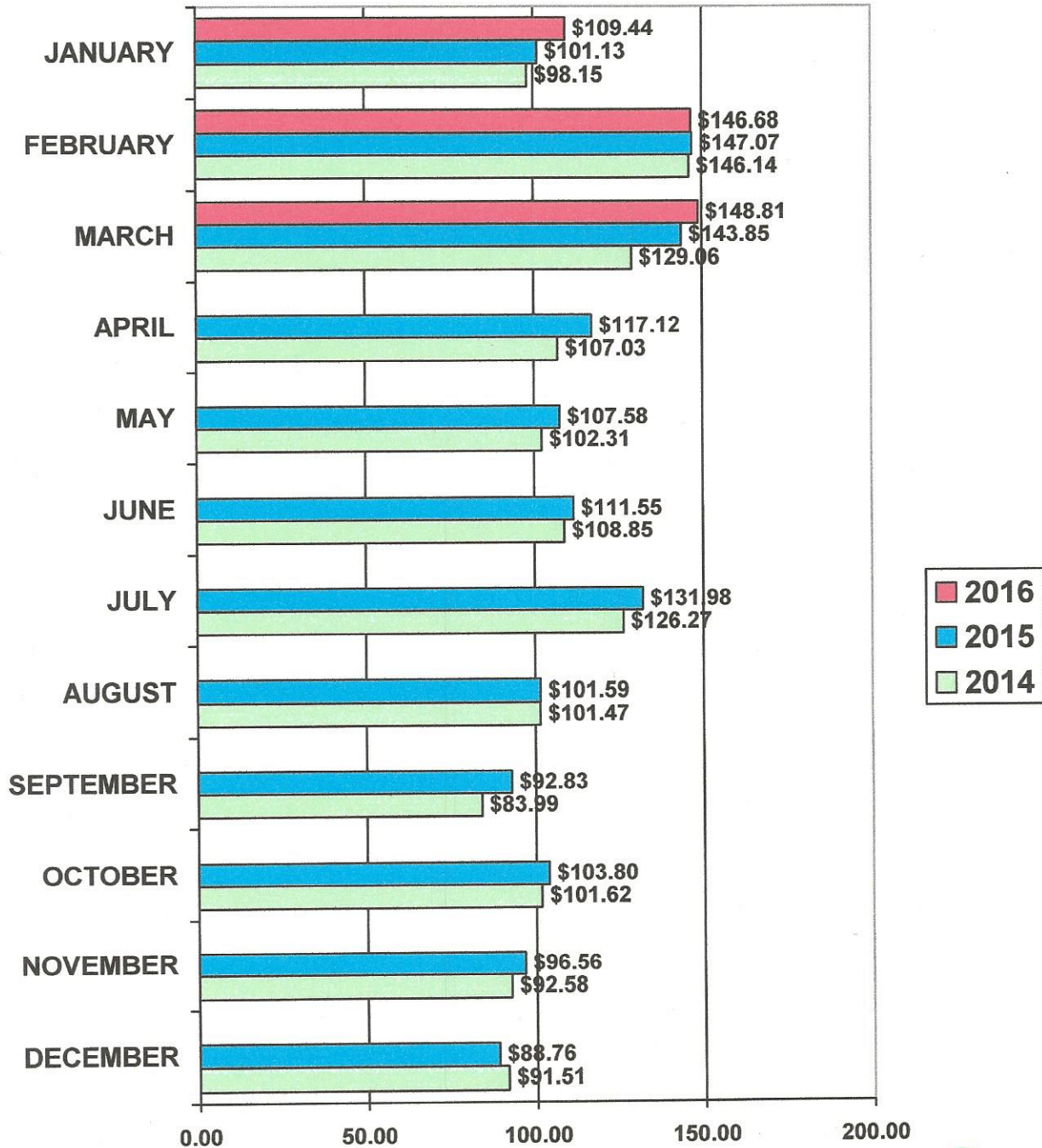


2016 YTD AVG. 72% **MAR. 2016 HIGH 100%**
2015 YTD AVG. 69% **MAR. 2016 LOW 32%**
2014 YTD AVG. 67%

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DAYTONA BEACH HOTEL/MOTEL AVERAGE DAILY RATE 2014 - 2016

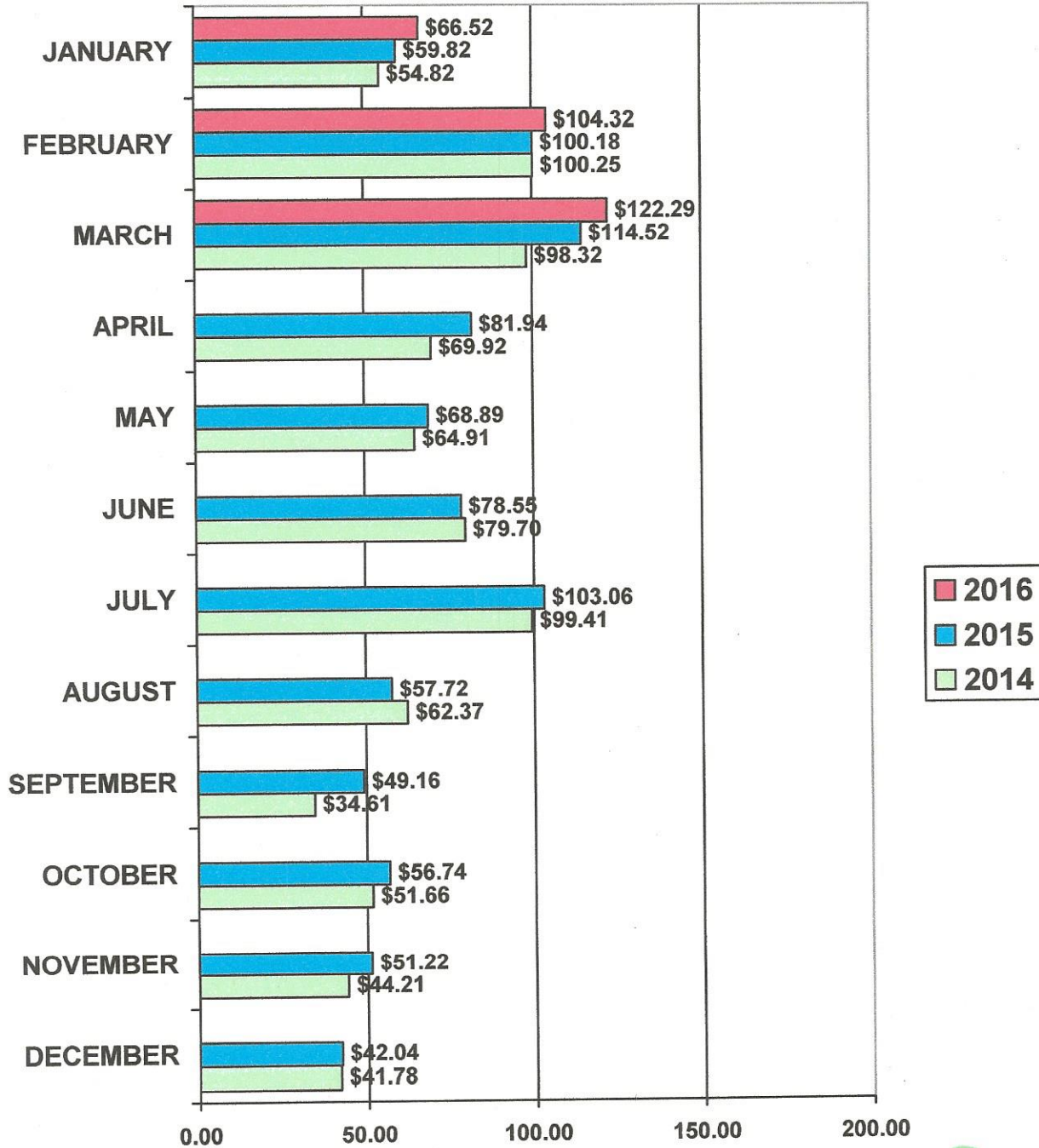


2016 YTD AVG. \$137.28 MAR. 2016 HIGH \$295.61
 2015 YTD AVG. \$132.42 MAR. 2016 LOW \$ 97.11
 2014 YTD AVG. \$125.02

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

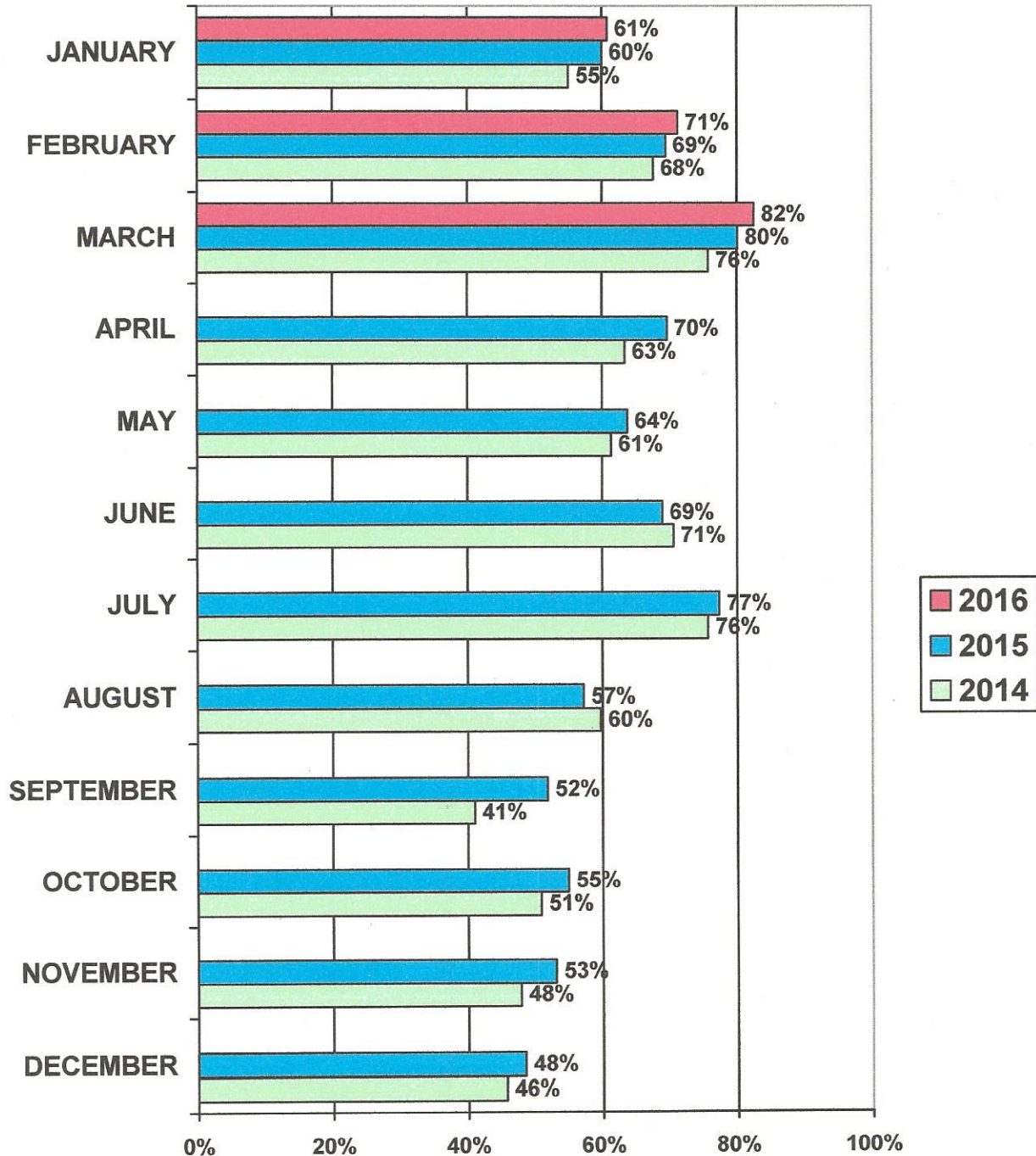


2016 YTD AVG. \$98.23
 2015 YTD AVG. \$91.43
 2014 YTD AVG. \$83.63

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VOLUSIA HOTEL/MOTEL OCCUPANCY 2014 - 2016

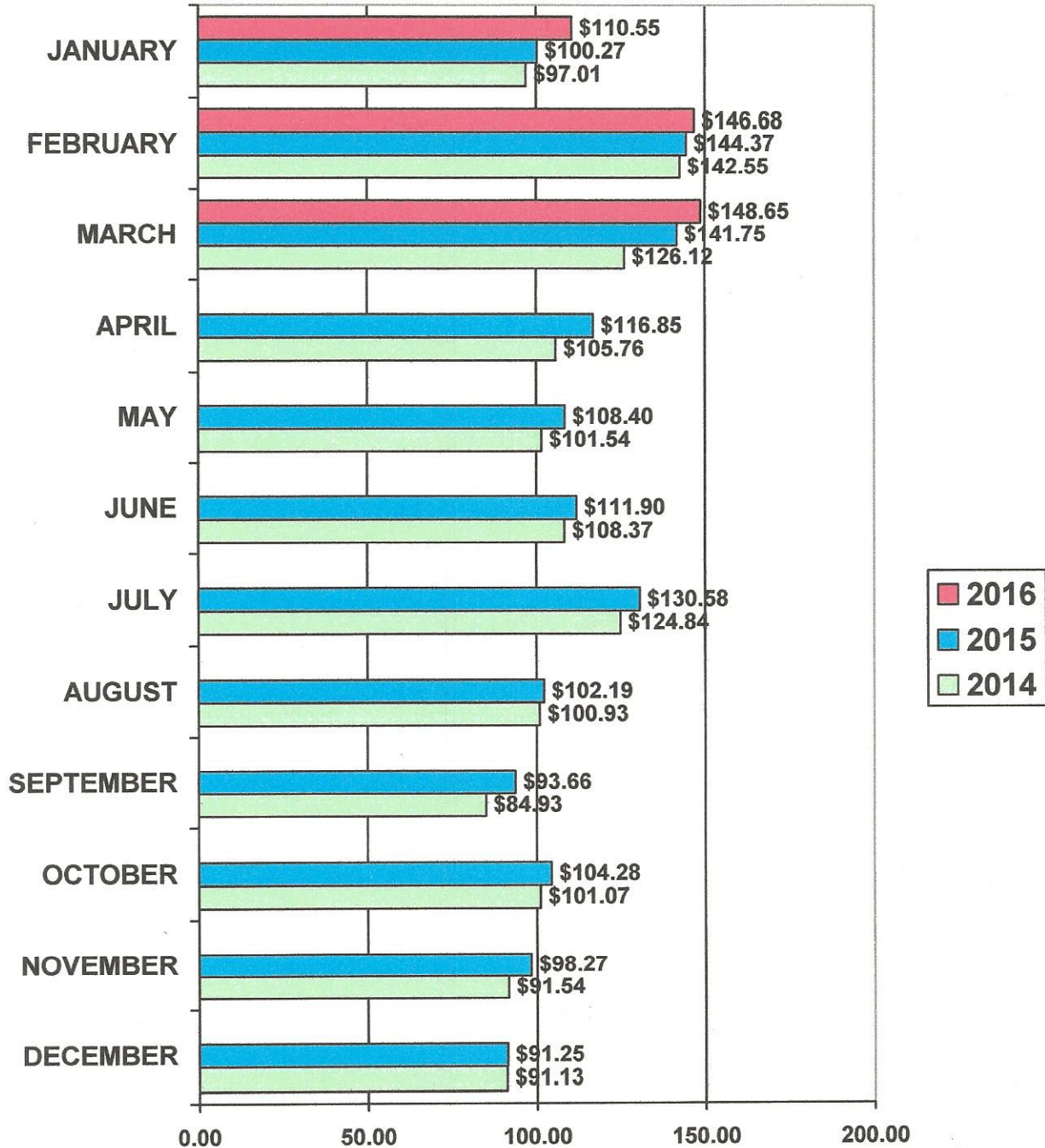


2016 YTD AVG. 72% **MAR. 2016 HIGH 100%**
2015 YTD AVG. 70% **MAR. 2016 LOW 32%**
2014 YTD AVG. 67%

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VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2014 - 2016



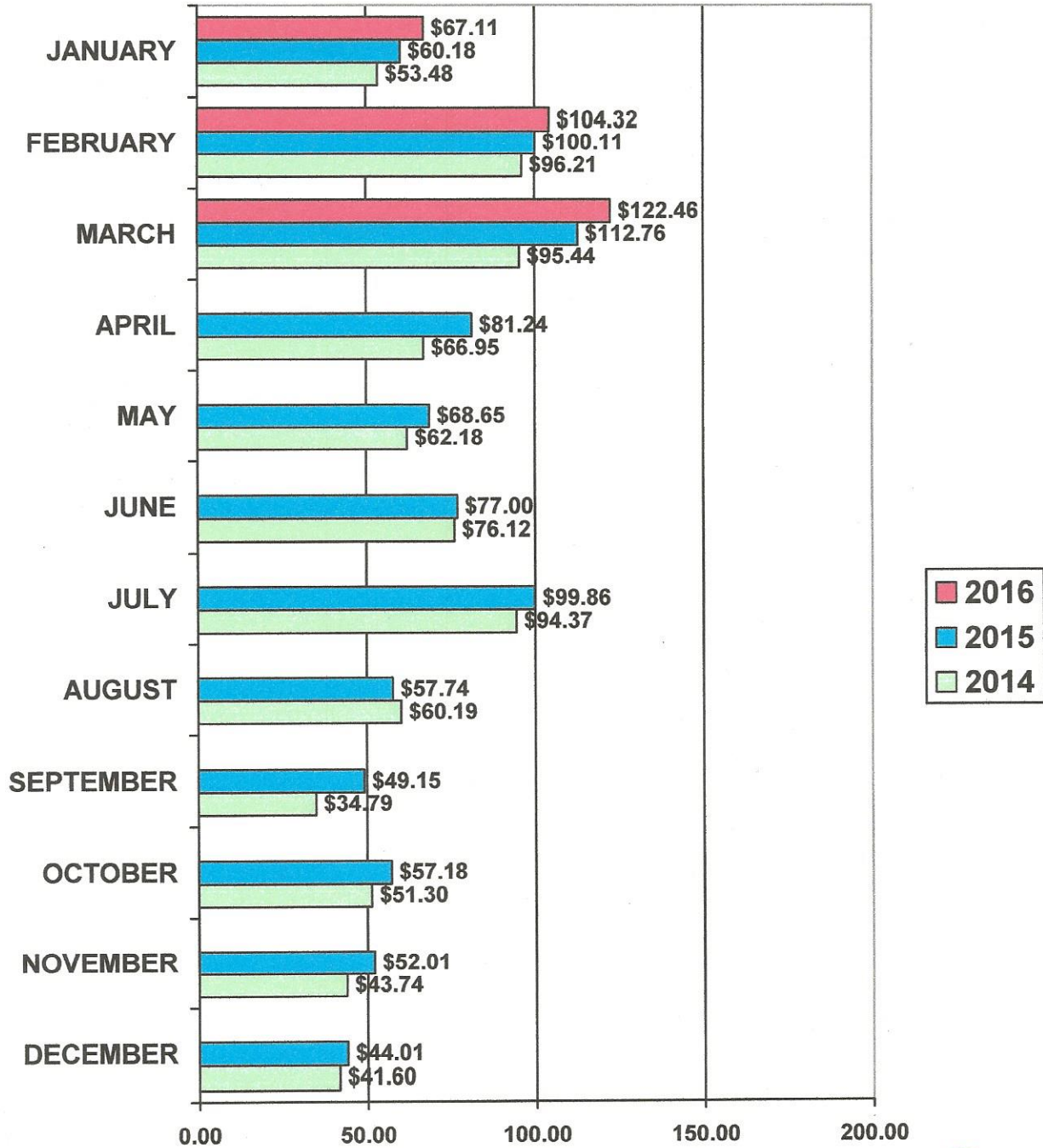
2016 YTD AVG. \$137.24
 2015 YTD AVG. \$130.32
 2014 YTD AVG. \$122.52

MAR. 2016 HIGH \$295.61
 MAR. 2016 LOW \$ 91.94

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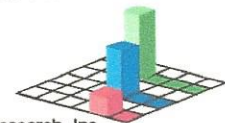


VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2014 - 2016

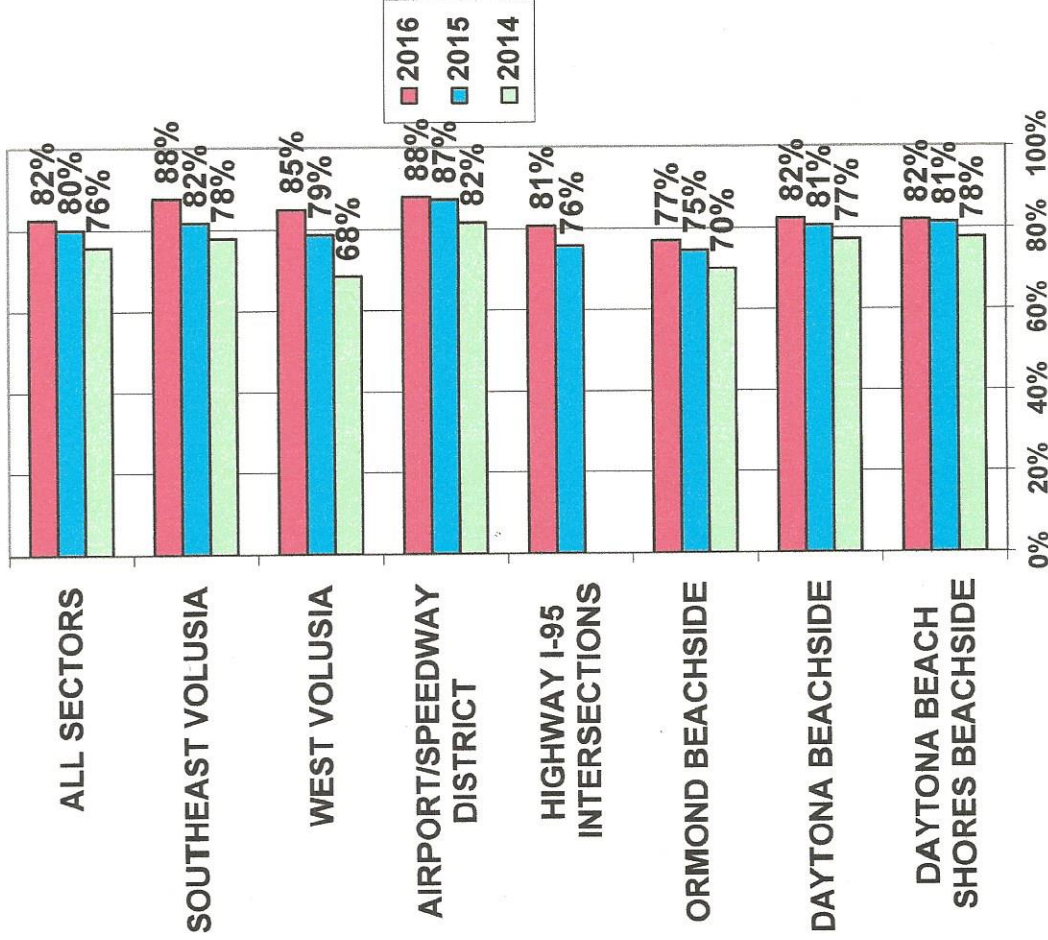


2016 YTD AVG. \$98.25
2015 YTD AVG. \$90.79
2014 YTD AVG. \$80.84

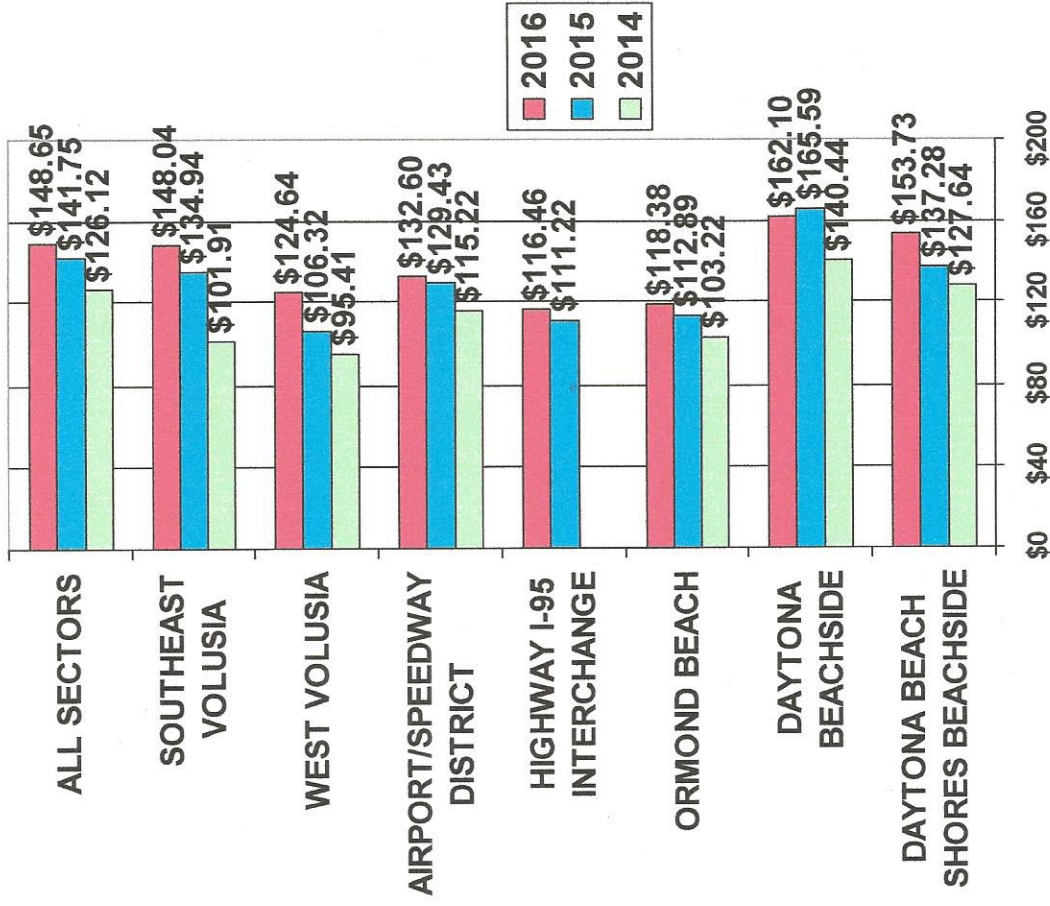
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**VOLUSIA OCCUPANCY BY AREA
SECTORS -
MARCH 2014 - 2016**

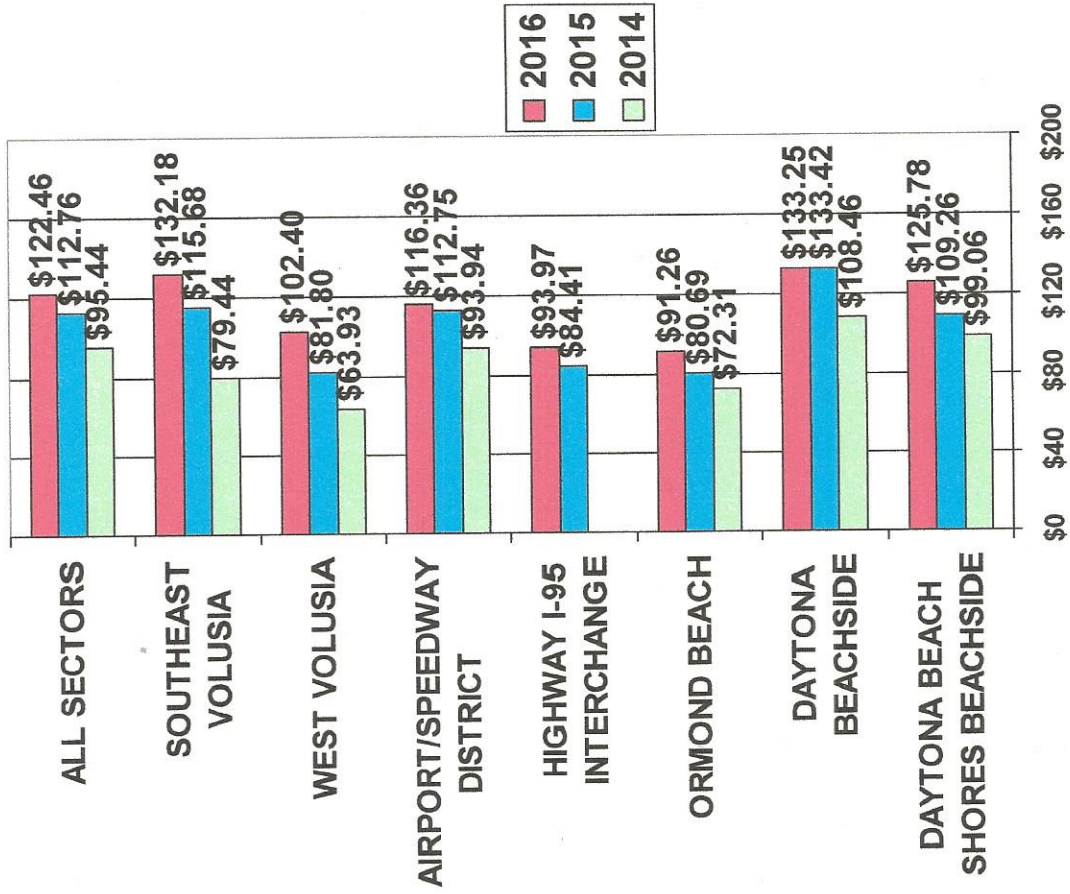


**VOLUSIA AVERAGE DAILY RATE BY
AREA SECTORS -
MARCH 2014 - 2016**

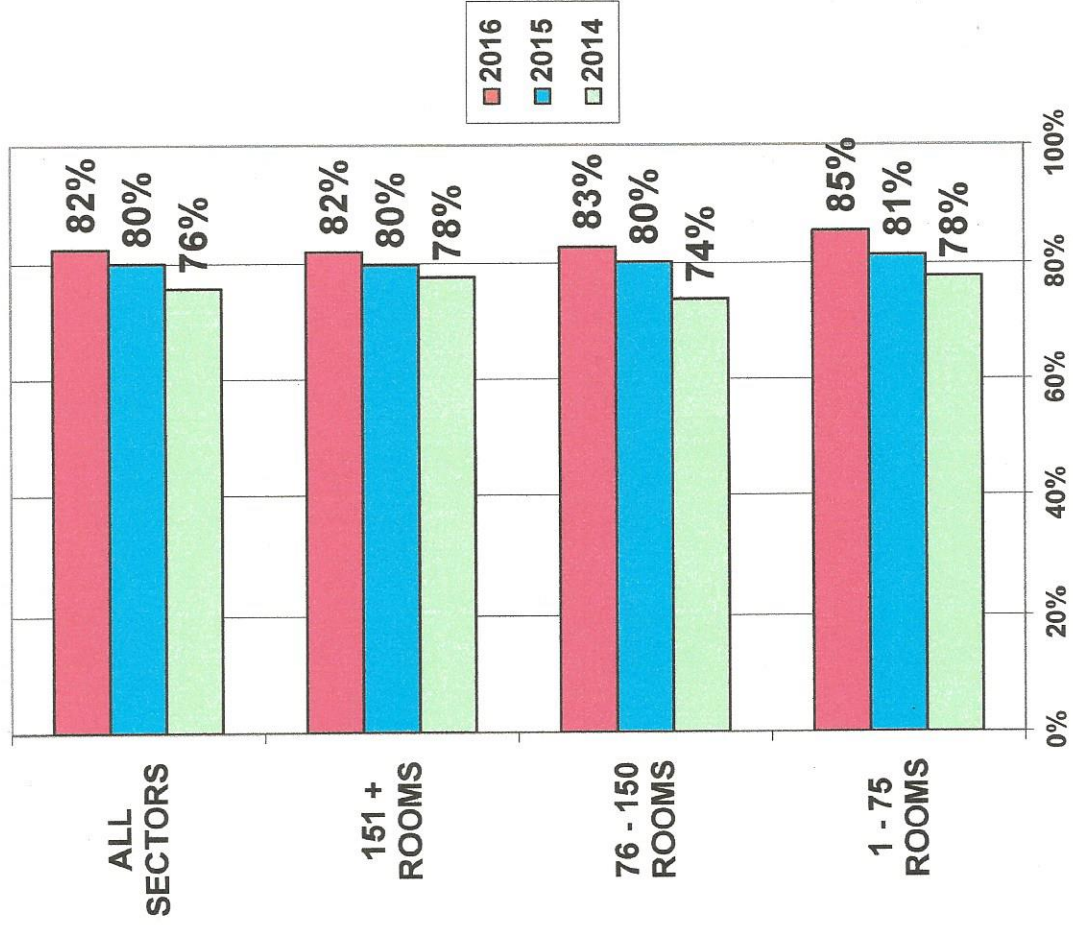


AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.

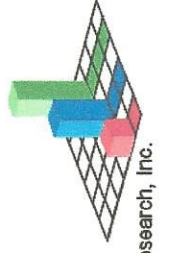
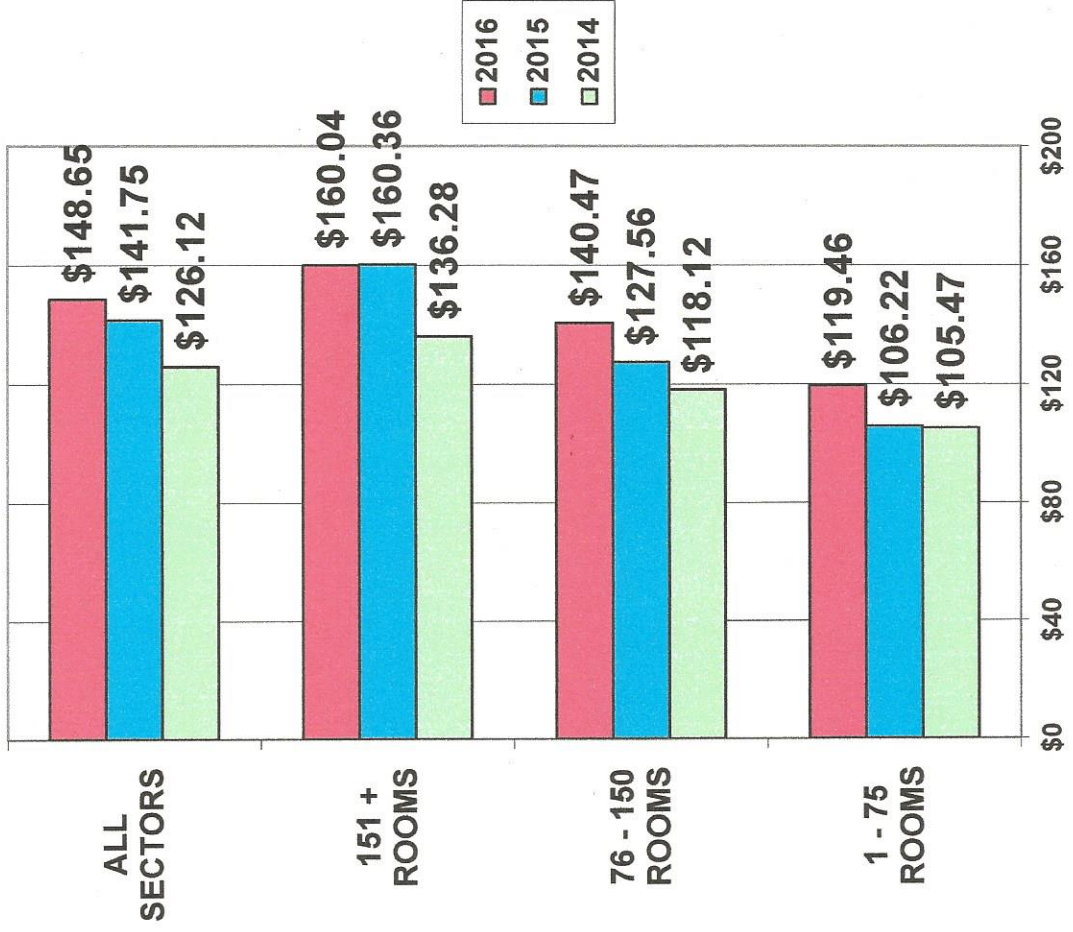
**VOLUSIA REV/PAR
BY AREA SECTORS -
MARCH 2014 - 2016**



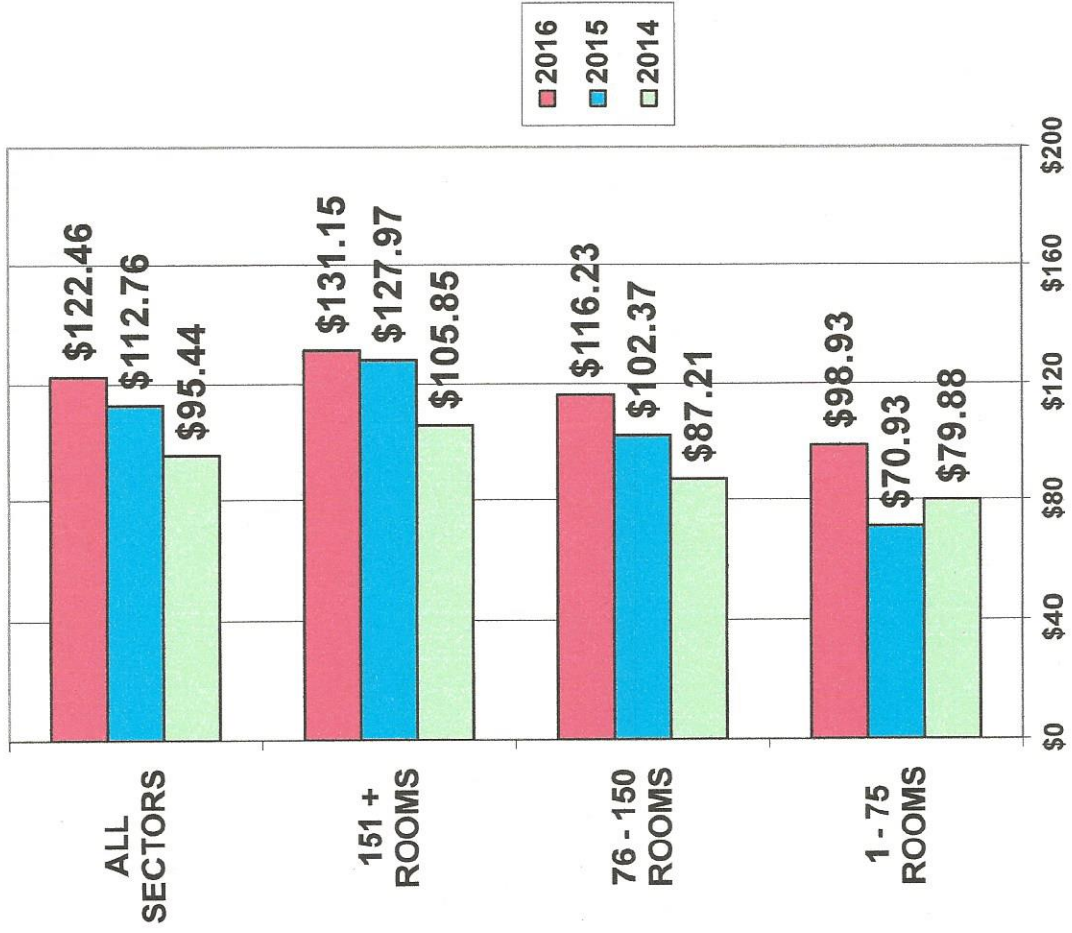
**VOLUSIA OCCUPANCY BY
PROPERTY SIZE -
MARCH 2014 - 2016**



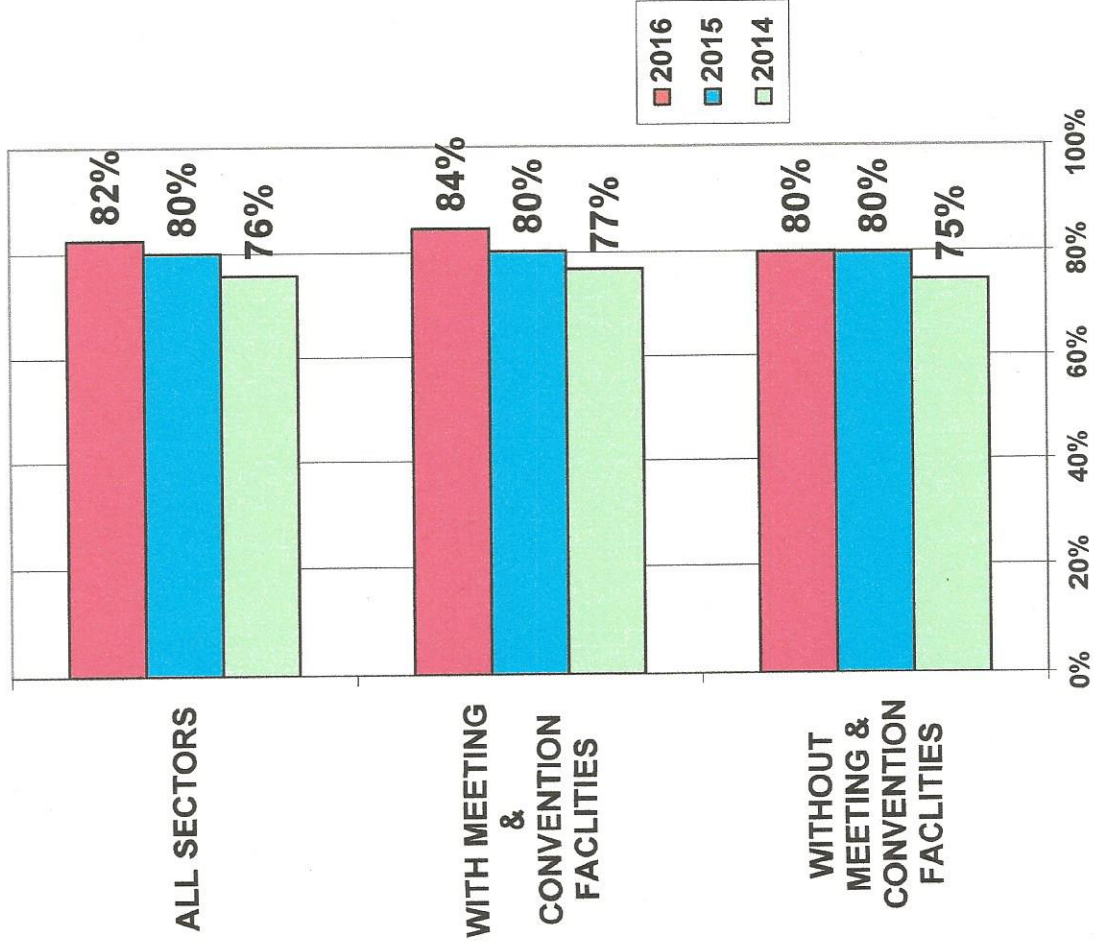
**VOLUSIA AVERAGE DAILY RATE BY
PROPERTY SIZE -
MARCH 2014 - 2016**



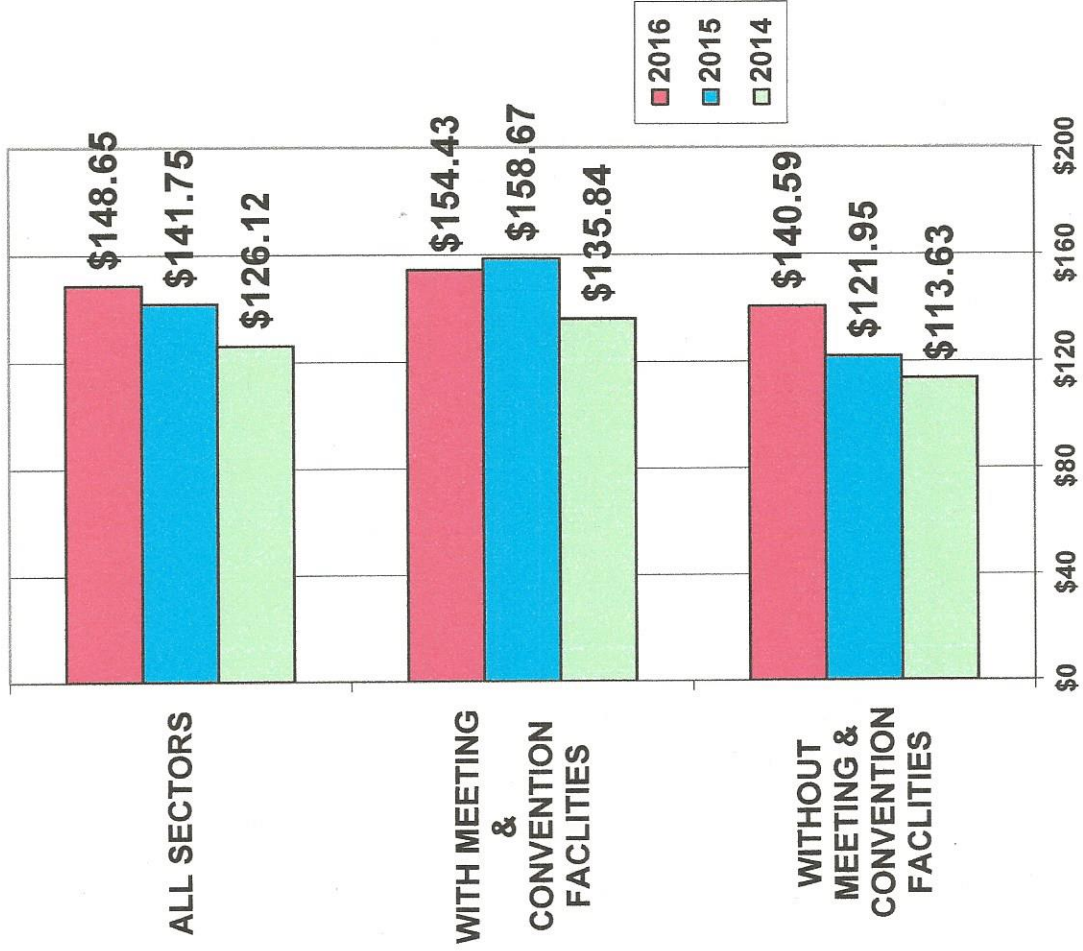
**VOLUSIA REV/PAR
BY PROPERTY SIZE -
MARCH 2014 - 2016**



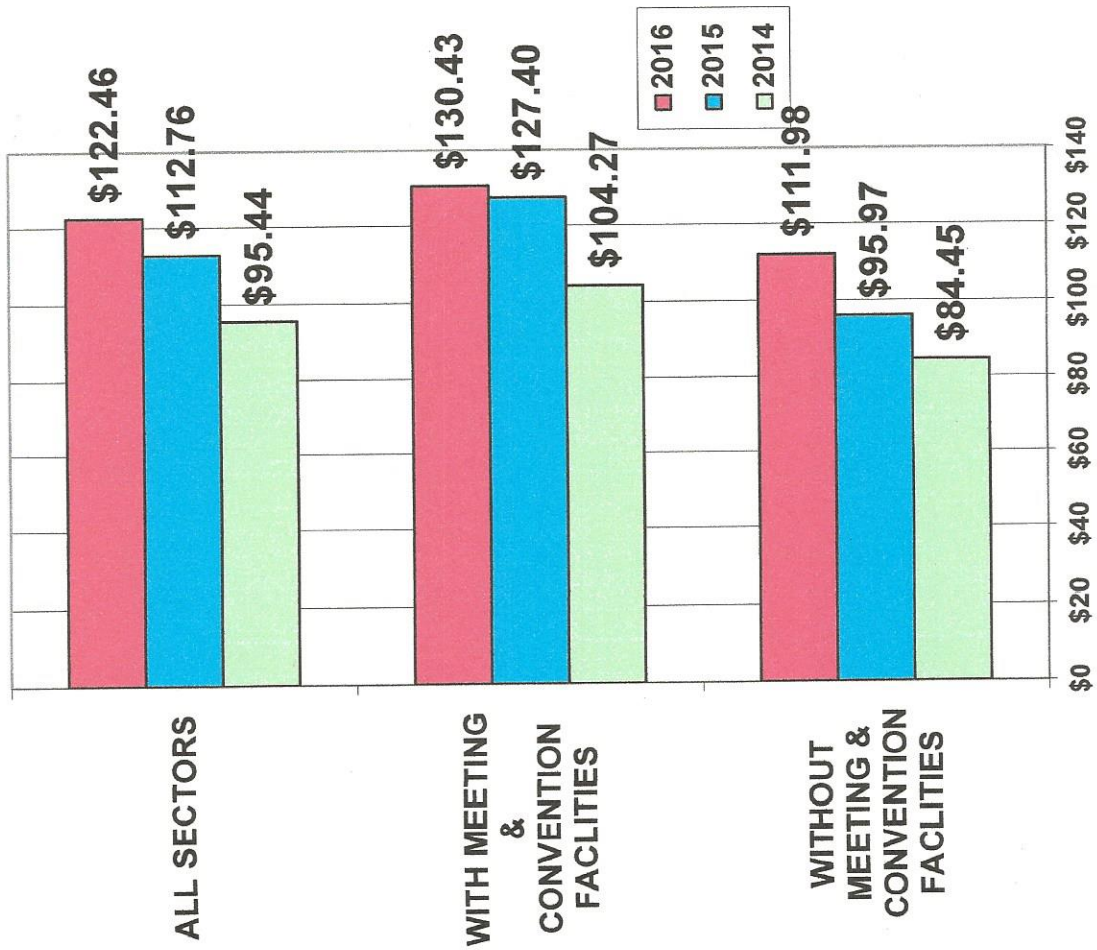
**VOLUSIA OCCUPANCY
BY MEETING & CONVENTION
FACILITIES - MARCH 2014 - 2016**



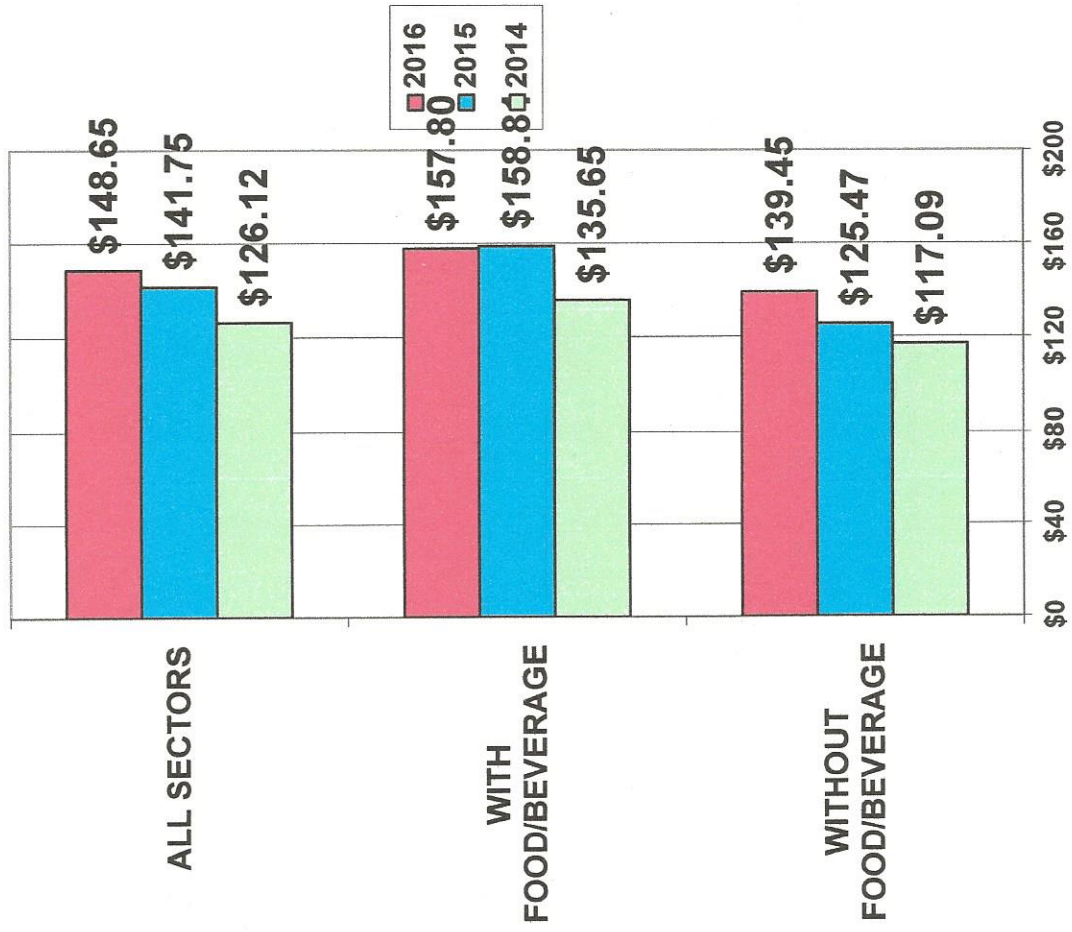
**VOLUSIA AVERAGE DAILY RATE BY
MEETING & CONVENTION
FACILITIES - MARCH 2014 - 2016**



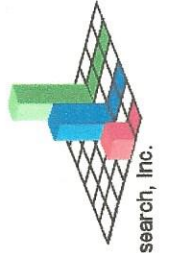
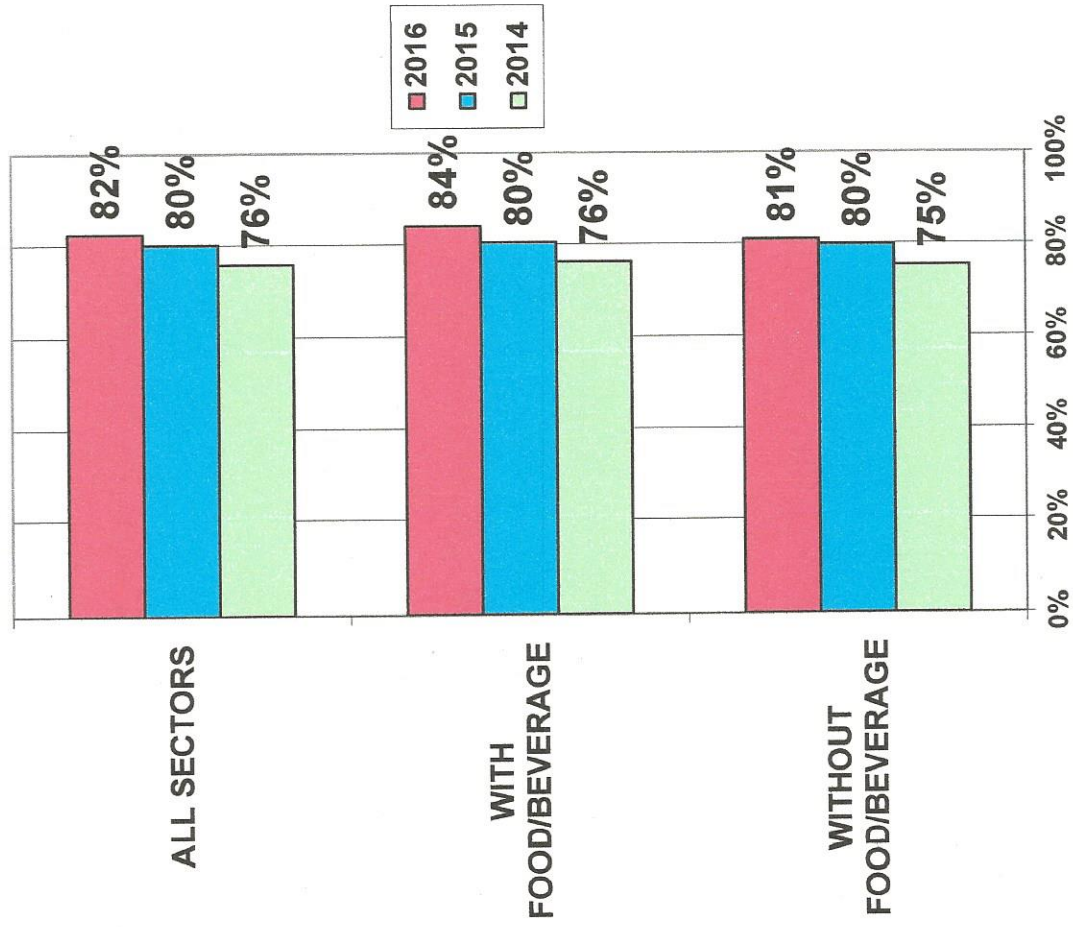
**VOLUSIA REV/PAR BY MEETING &
CONVENTION FACILITIES -
MARCH 2014 - 2016**



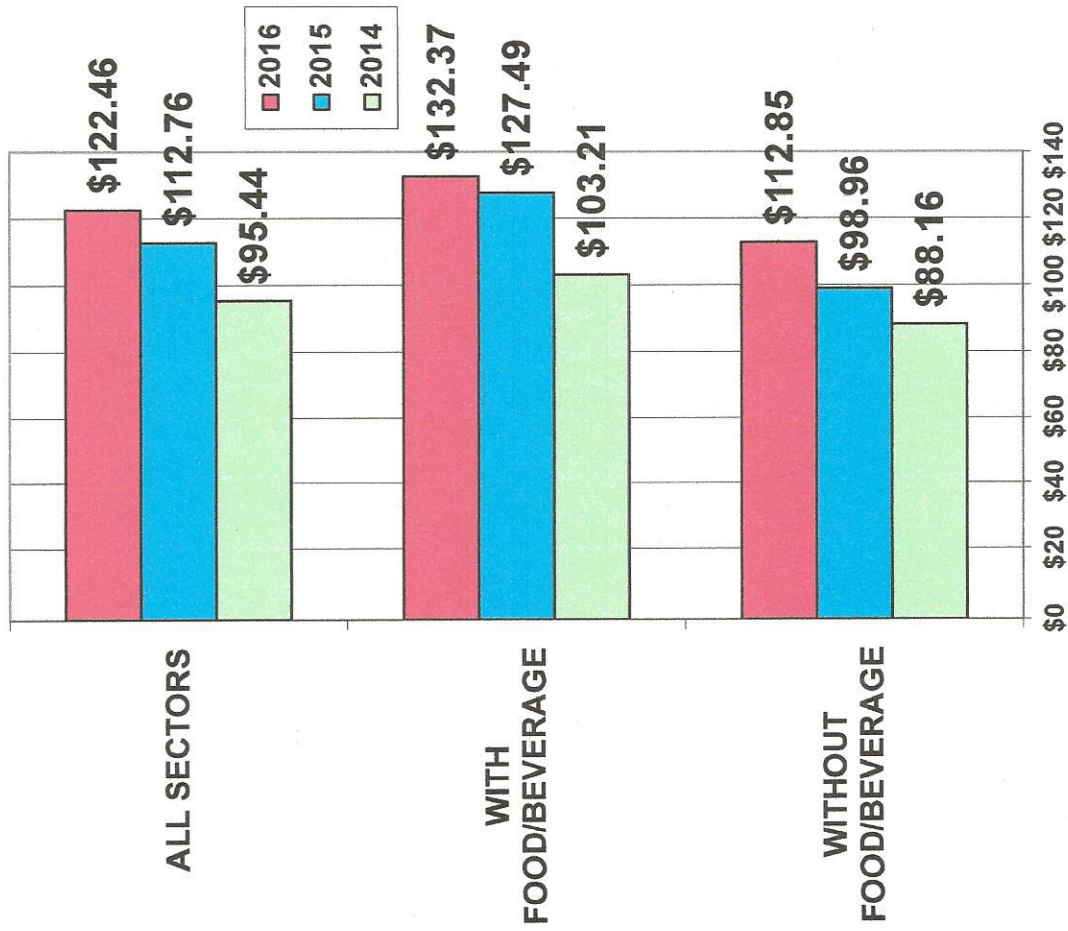
**VOLUSIA AVERAGE DAILY RATE BY
FOOD/BEVERAGE
MARCH 2014 - 2016**



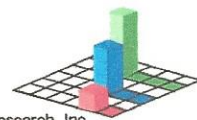
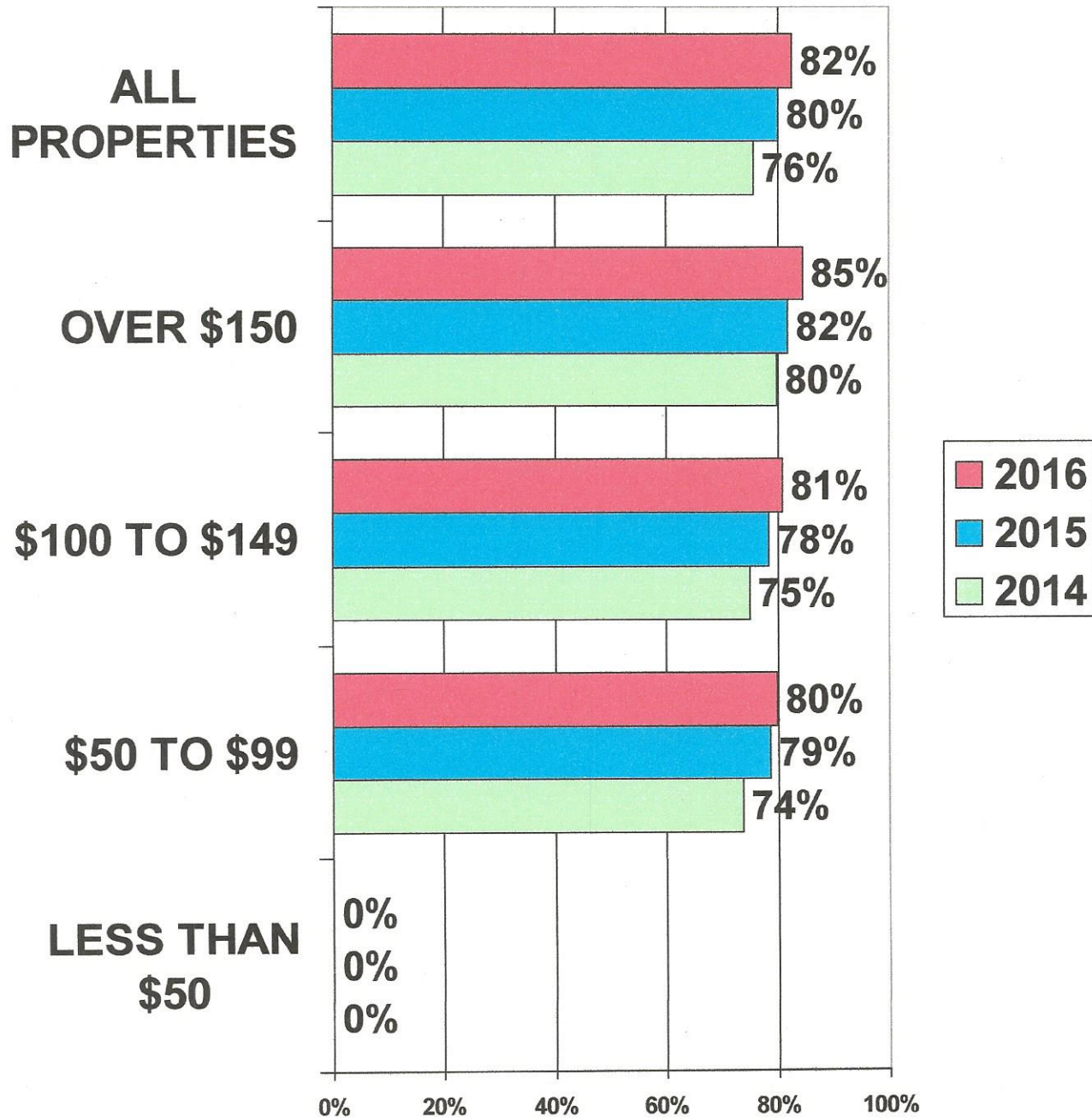
**VOLUSIA OCCUPANCY BY
FOOD/BEVERAGE -
MARCH 2014 - 2016**



**VOLUSIAREV/PAR BY
FOOD/BEVERAGE -
MARCH 2014 - 2016**

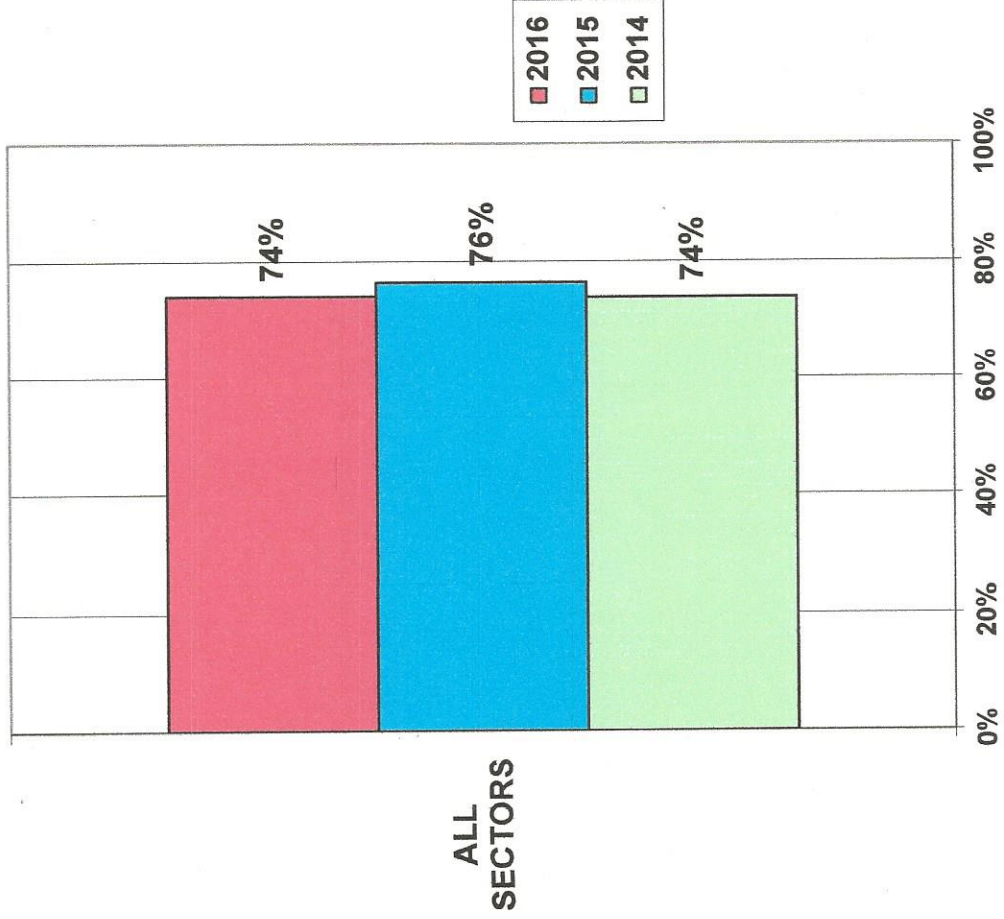


VOLUSIA HOTEL/MOTEL OCCUPANCY BY PRICE RANGE - MARCH 2014 - 2016

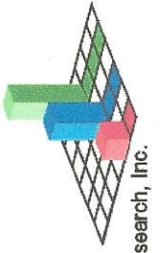
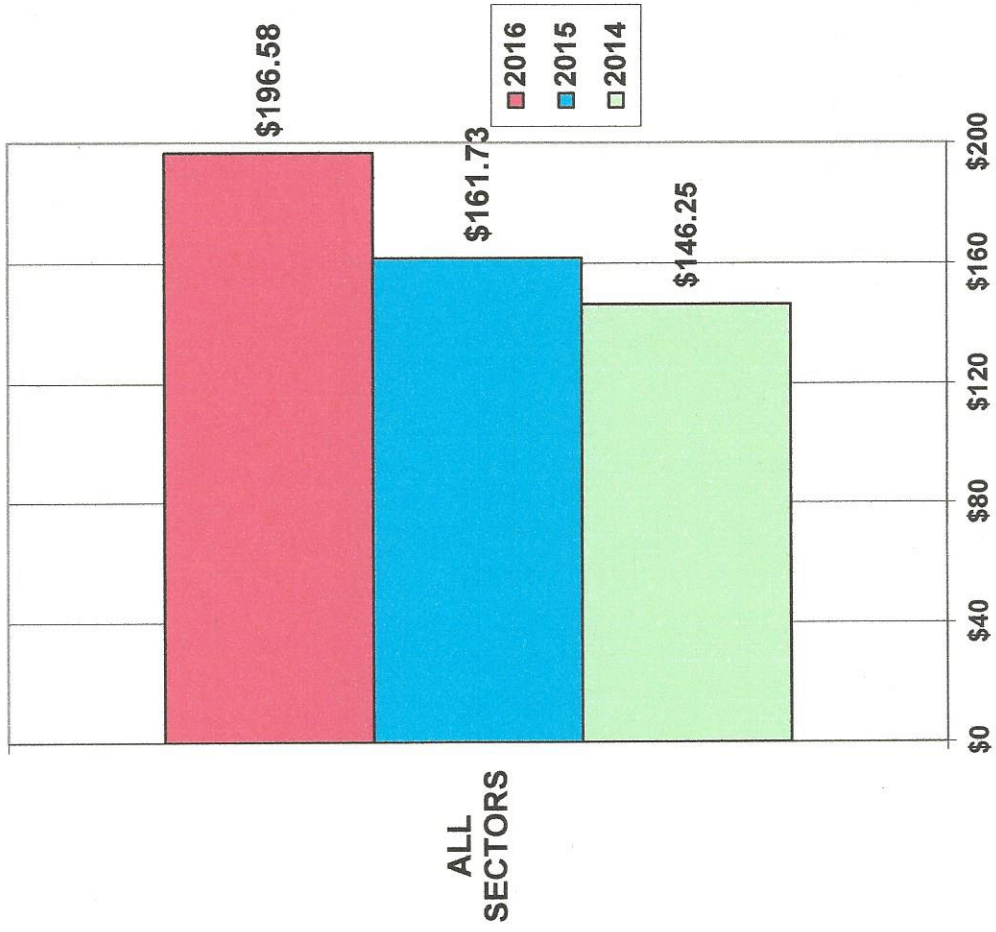


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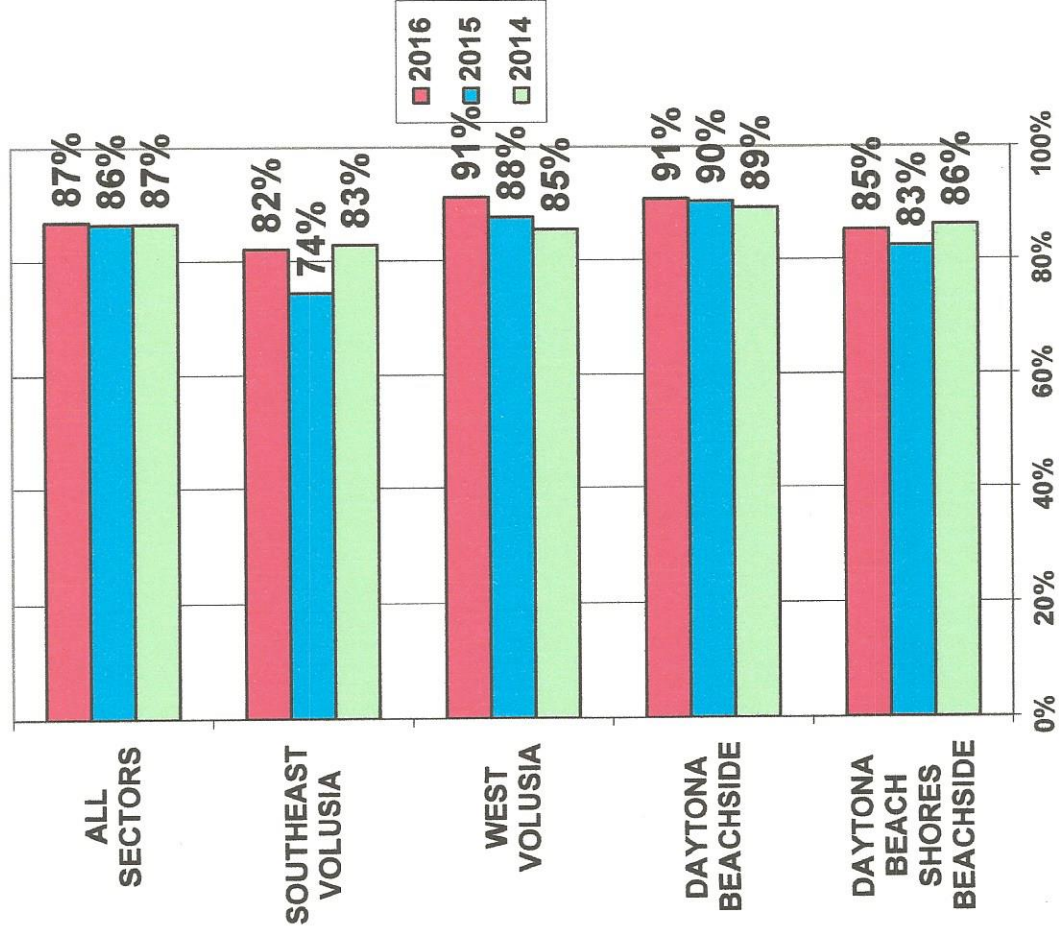
**VOLUSIA OCCUPANCY
BY CONDO/TIMESHARES -
MARCH 2014 - 2016**



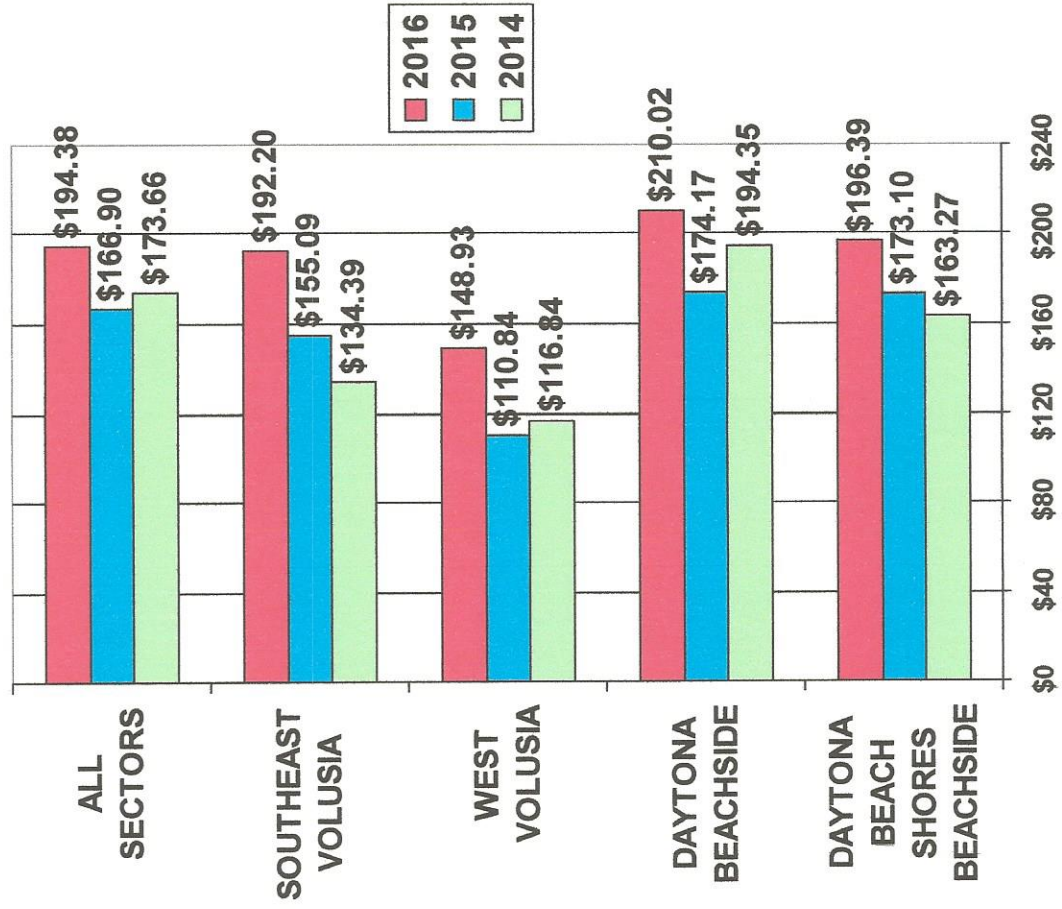
**VOLUSIA AVERAGE DAILY RATE
BY CONDO/TIMESHARES -
MARCH 2014 - 2016**



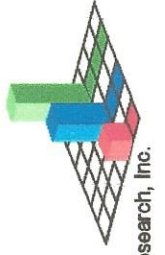
**VOLUSIA OCCUPANCY
BY AREA SECTORS -
BIKE WEEK 2014 - 2016**



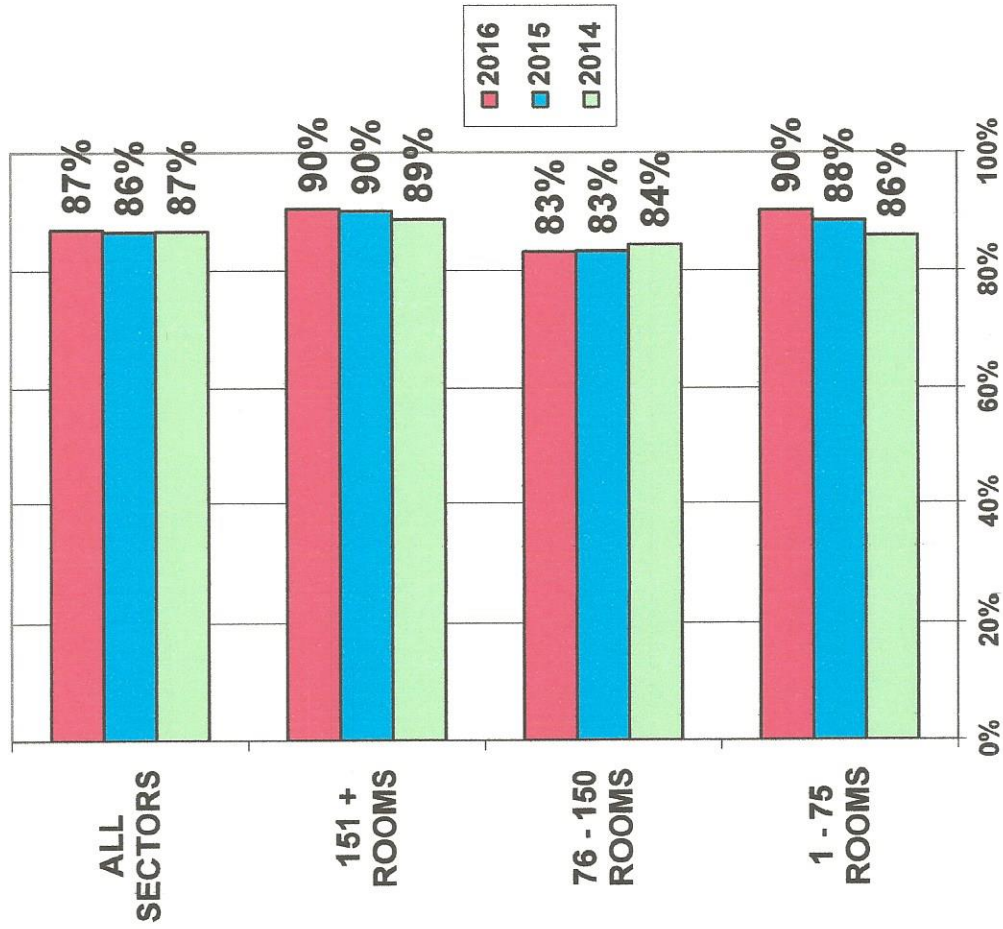
**VOLUSIA AVERAGE DAILY RATE
BY AREA SECTORS -
BIKE WEEK 2014 - 2016**



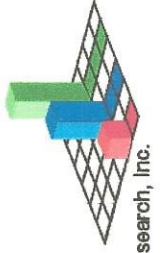
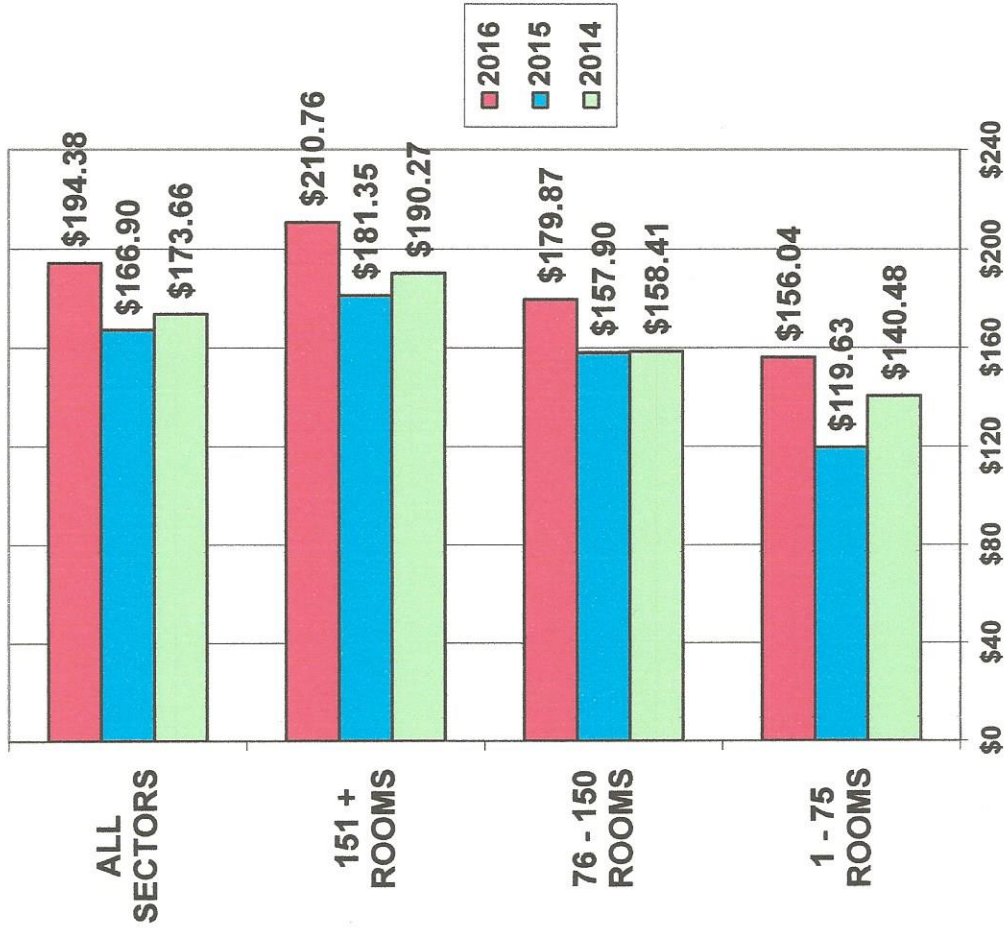
AREA SECTORS WITH FEWER THAN FIVE
PROPERTIES REPORTING ARE NOT INCLUDED.



**VOLUSIA OCCUPANCY
BY PROPERTY SIZE -
BIKE WEEK 2014 - 2016**

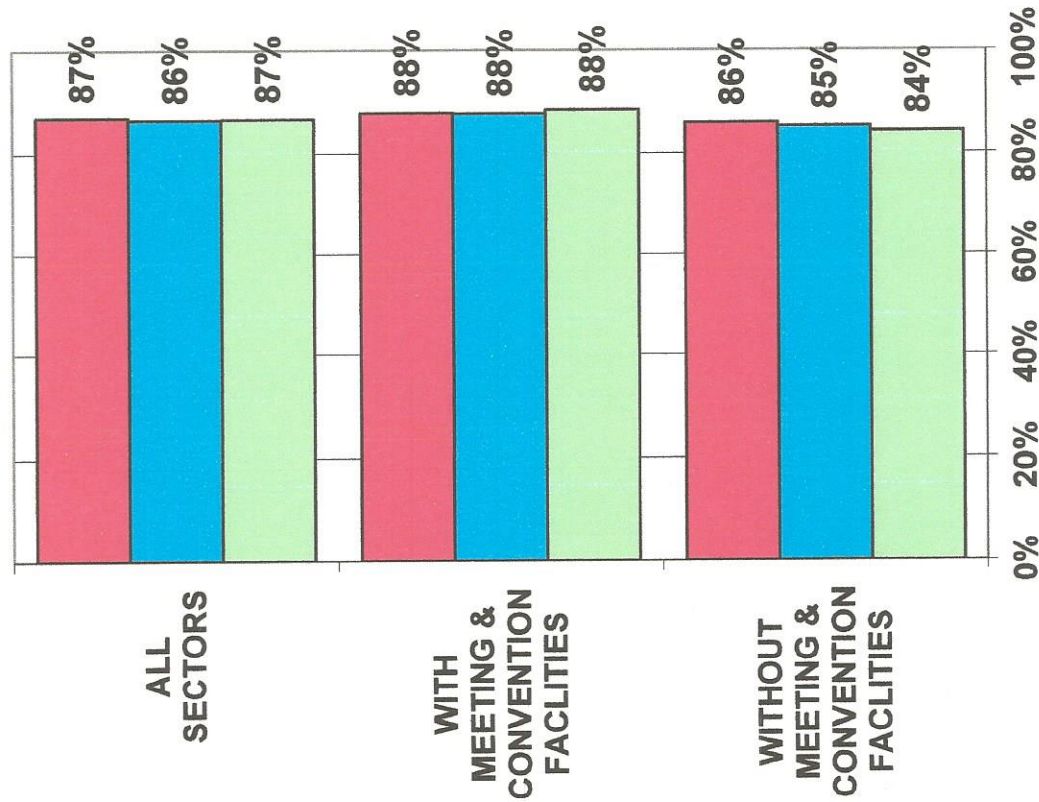


**VOLUSIA AVERAGE DAILY RATE
BY PROPERTY SIZE -
BIKE WEEK 2014 - 2016**



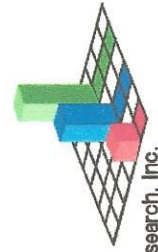
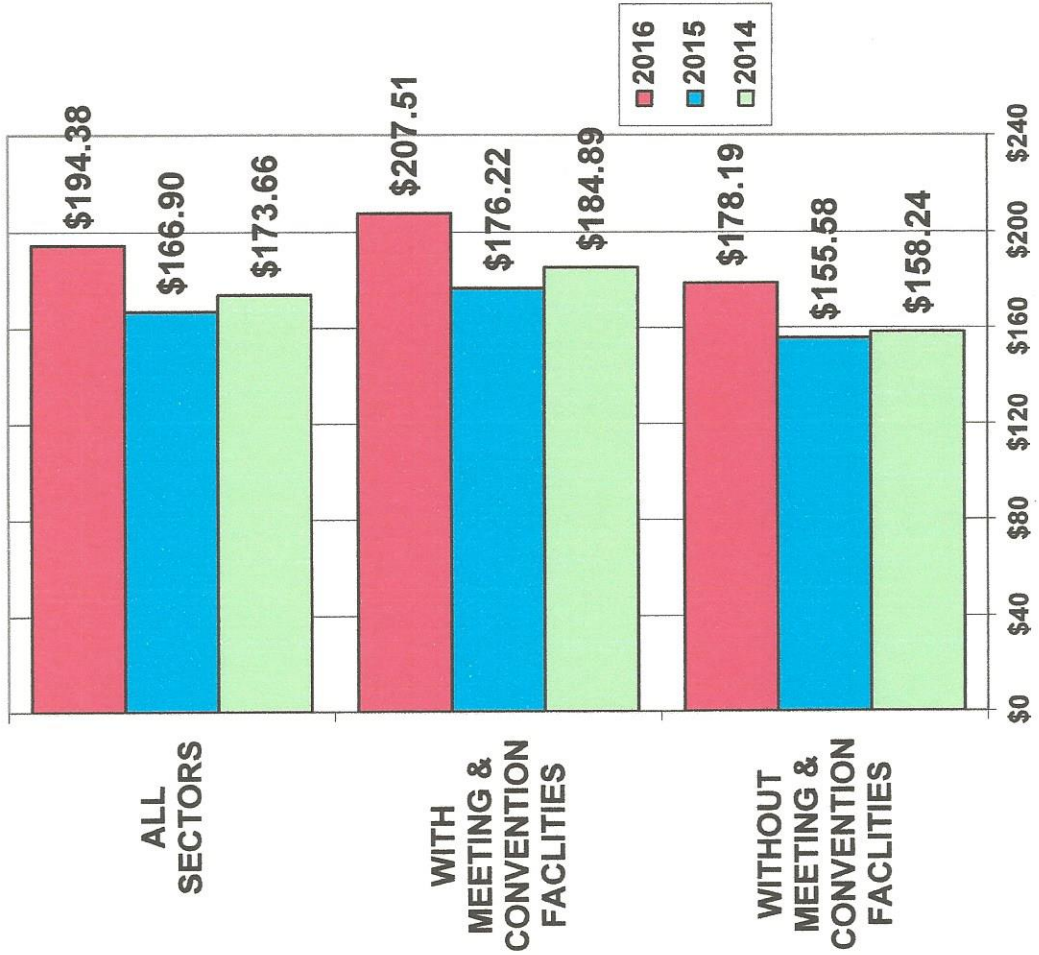
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES- BIKE WEEK 2014 - 2016

BIKE WEEK 2014 - 2016

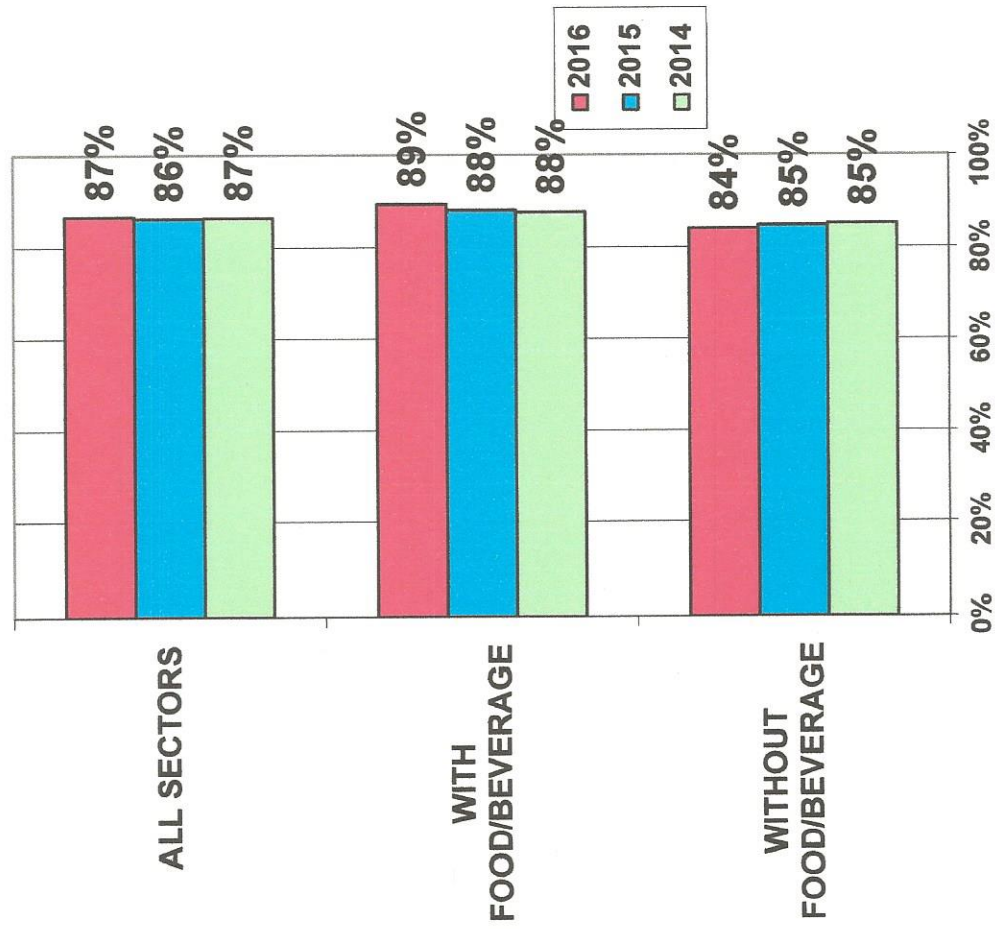


VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - BIKE WEEK 2014 - 2016

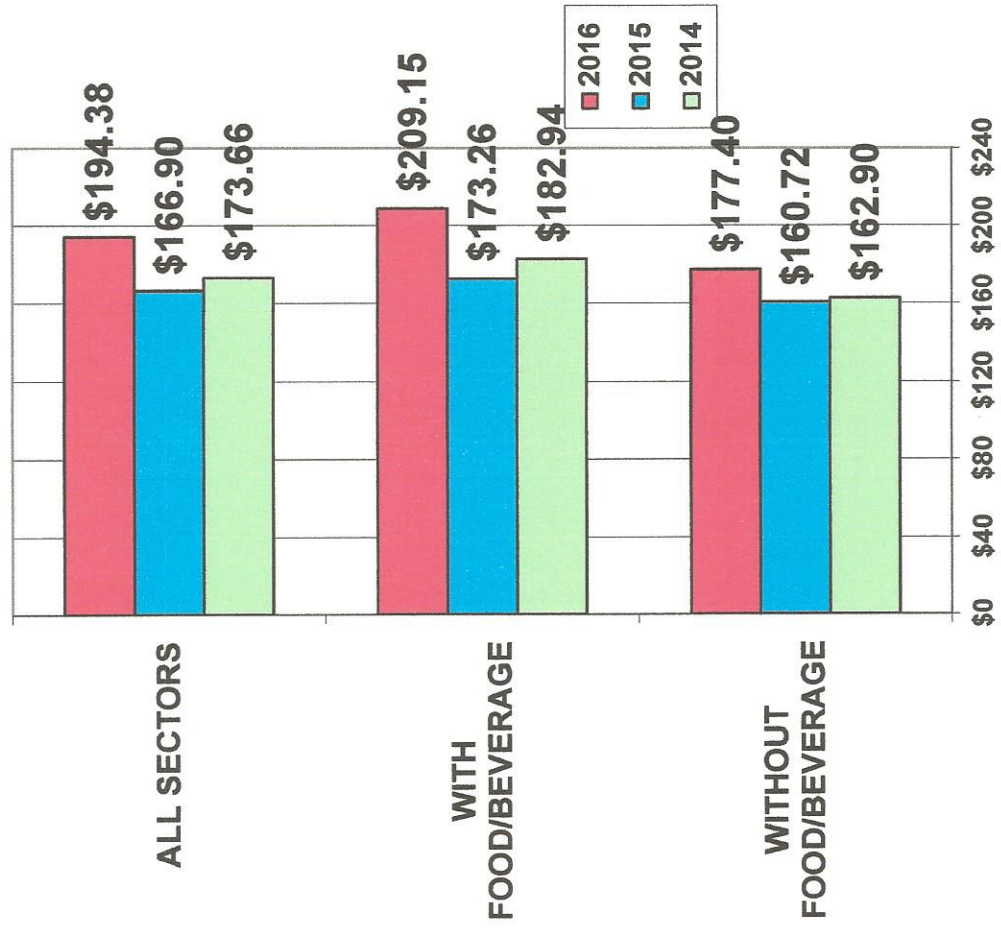
BIKE WEEK 2014 - 2016



**VOLUSIA OCCUPANCY BY
FOOD/BEVERAGE -
BIKE WEEK 2014 - 2016**



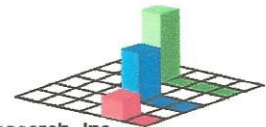
**VOLUSIA AVERAGE DAILY RATE BY
FOOD/BEVERAGE -
BIKE WEEK 2014 - 2016**



**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> |
|---------------------------------------|------------|------------|------------|------------|------------|------------|-------------|-------------|------------|-------------|------------|------------|------------|
| DAYTONA BEACH SHORES BEACHSIDE | | | | | | | | | | | | | |
| ACAPULCO HOTEL & RESORT | 133 | X | X | X | | | | | | | | | |
| BAHAMA HOUSE | 95 | X | X | X | | | | | | | | | |
| BEST WESTERN PLUS AKU TIKI | 132 | X | X | X | | | | | | | | | |
| EL CARIBE RESORT & CONF. CENTER | 112 | X | X | X | | | | | | | | | |
| HAMPTON DAYTONA SHORES OCEANFRONT | 114 | X | X | X | | | | | | | | | |
| HOLIDAY INN EXPRESS & SUITES | 131 | X | X | X | | | | | | | | | |
| HYATT PLACE | 143 | X | X | X | | | | | | | | | |
| LEXINGTON INN & SUITES | 101 | X | X | X | | | | | | | | | |
| OCEAN COURT MOTEL | 33 | X | X | X | | | | | | | | | |
| OCEANSIDE INN | 191 | X | X | X | | | | | | | | | |
| PERRY'S OCEAN EDGE RESORT | 200 | X | X | X | | | | | | | | | |
| SHORES RESORT & SPA | 212 | X | X | X | | | | | | | | | |
| SUN VIKING LODGE | 91 | X | X | X | | | | | | | | | |
| DAYTONA BEACHSIDE | | | | | | | | | | | | | |
| DAYTONA BEACH REGENCY | 98 | X | X | X | | | | | | | | | |
| DAYTONA BEACH RESORT | 303 | X | X | X | | | | | | | | | |
| HILTON DAYTONA BEACH RESORT | 742 | X | X | X | | | | | | | | | |
| HOLIDAY INN HOTEL & SUITES | 123 | X | X | X | | | | | | | | | |
| HOLIDAY INN RESORT DAYTONA | 187 | X | X | X | | | | | | | | | |
| LA PLAYA RESORT | 238 | X | X | X | | | | | | | | | |
| NAUTILUS INN | 90 | X | X | X | | | | | | | | | |
| PLAZA OCEAN CLUB | 206 | X | X | X | | | | | | | | | |
| PLAZA RESORT & SPA | 322 | X | X | X | | | | | | | | | |
| SILVER BEACH CLUB | 74 | X | X | X | | | | | | | | | |
| THE VILLA BED AND BREAKFAST | 4 | X | X | X | | | | | | | | | |
| WYNDHAM OCEAN WALK | 127 | X | X | 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> |
|--|------------|------------|------------|------------|------------|------------|-------------|-------------|------------|-------------|------------|------------|------------|
| ORMOND BEACHSIDE | | | | | | | | | | | | | |
| ATLANTIC COVE MOTEL | 97 | | | X | | | | | | | | | |
| BEST WESTERN CASTILLO DEL SOL | 147 | X | X | X | | | | | | | | | |
| CORAL SANDS OCEAN FRONT | 102 | X | X | X | | | | | | | | | |
| COVE ON ORMOND BEACH | 112 | X | X | X | | | | | | | | | |
| MAKAI BEACH LODGE | 109 | X | X | X | | | | | | | | | |
| HIGHWAY I-95 INTERSECTIONS | | | | | | | | | | | | | |
| BEST WESTERN SPEEDWAY | 151 | X | X | X | | | | | | | | | |
| *COUNTRY INN & SUITES PORT ORANGE | 87 | X | X | X | | | | | | | | | |
| HAMPTON INN - ORMOND BEACH | 84 | X | X | X | | | | | | | | | |
| HOWARD JOHNSON DESTINATION DAYTONA | 79 | X | X | X | | | | | | | | | |
| SLEEP INN | 82 | X | X | X | | | | | | | | | |
| AIRPORT/SPEEDWAY DISTRICT | | | | | | | | | | | | | |
| DAYTONA BEACH COURTYARD | 122 | X | X | X | | | | | | | | | |
| DAYTONA BEACH RESIDENCE INN | 122 | X | X | X | | | | | | | | | |
| HAMPTON INN AIRPORT | 122 | X | X | X | | | | | | | | | |
| HILTON GARDEN INN D B AIRPORT | 115 | X | X | X | | | | | | | | | |
| HOMEWOOD SUITES | 94 | X | | X | | | | | | | | | |
| QUALITY INN DAYTONA | 64 | X | X | X | | | | | | | | | |
| WEST VOLUSIA | | | | | | | | | | | | | |
| ALLING HOUSE BED AND BREAKFAST ORANGE CITY | 8 | X | X | X | | | | | | | | | |
| DAYS INN ORANGE CITY | 37 | X | X | X | | | | | | | | | |
| HAMPTON INN DEBARY | 76 | X | X | X | | | | | | | | | |
| HAMPTON INN DELAND | 112 | X | X | X | | | | | | | | | |
| HONTOON LANDING | 18 | X | X | X | | | | | | | | | |
| SE VOLUSIA | | | | | | | | | | | | | |
| BEST WESTERN HOTEL | 101 | X | X | X | | | | | | | | | |
| COASTAL WATERS INN | 40 | X | X | X | | | | | | | | | |
| *COUNTRY INN & SUITES PORT ORANGE | 87 | X | X | X | | | | | | | | | |
| HAMPTON INN | 112 | X | X | X | | | | | | | | | |
| INN ON THE AVENUE | 6 | X | X | | | | | | | | | | |
| OCEAN TRILLIUM SUITES | 32 | X | X | X | | | | | | | | | |

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

