

Memo

To: HAAA
From: Evelyn Fine
Date: March 7, 2014
Subject: January 2014 Occupancy & Average Daily Rate Report

Overall Daytona Beach Area Occupancy was 56% in January 2014 and 2013.

The Daytona Beach Area Average Daily Rate decreased slightly to \$98.15 in 2014 from \$98.74 in January 2013.

The Daytona Beach Area Revenue per Available Room decreased to \$54.82 in January 2014 from \$54.91 in January 2013.

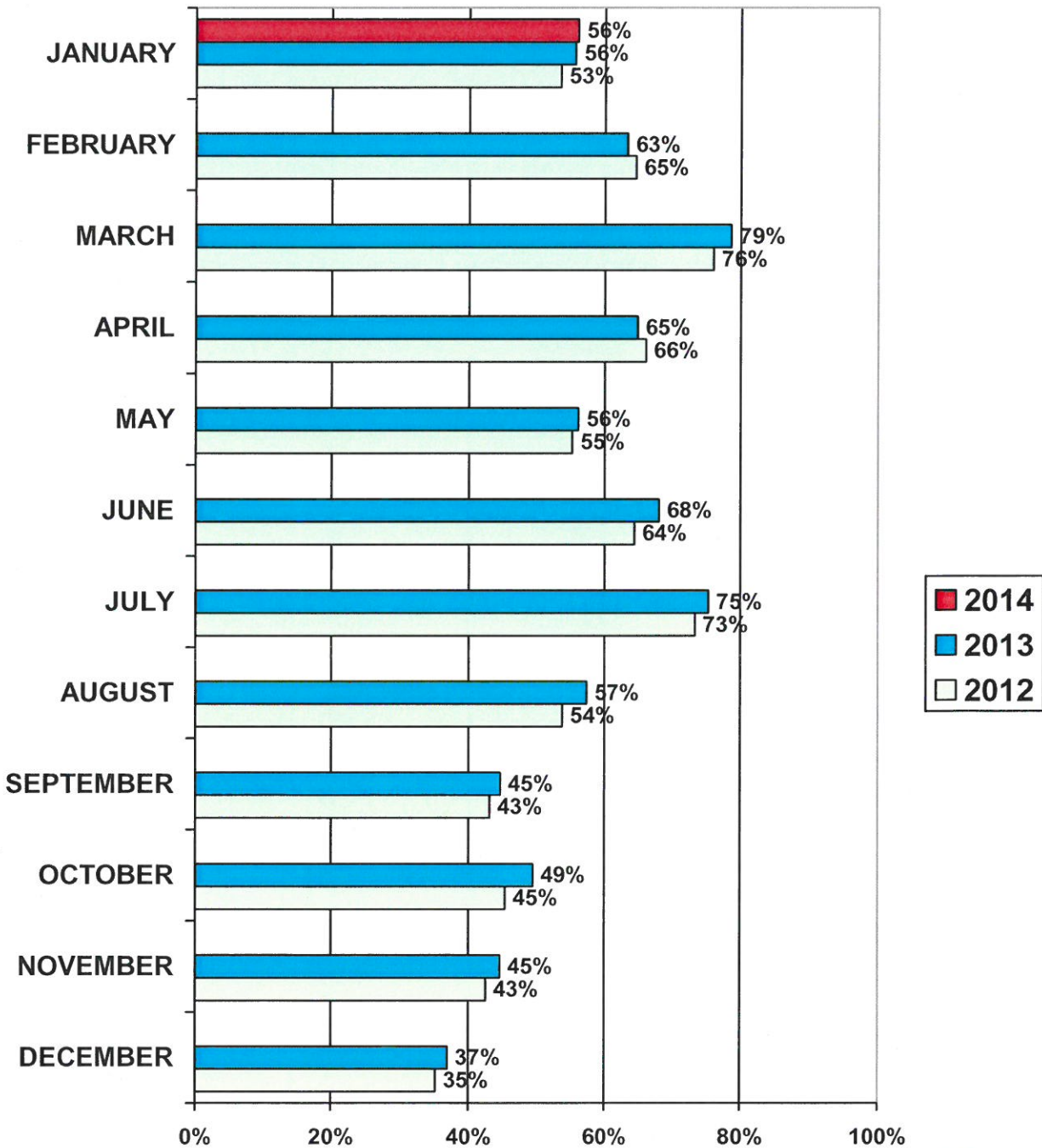
The Rolex 24 Hours race and colder weather were a contributing factor to the Occupancy and Average Daily Rate for the month of January 2014.

Several large conventions in 2013 did not repeat themselves in 2014.

EF/LT



DAYTONA BEACH HOTEL/MOTEL OCCUPANCY 2012 - 2014

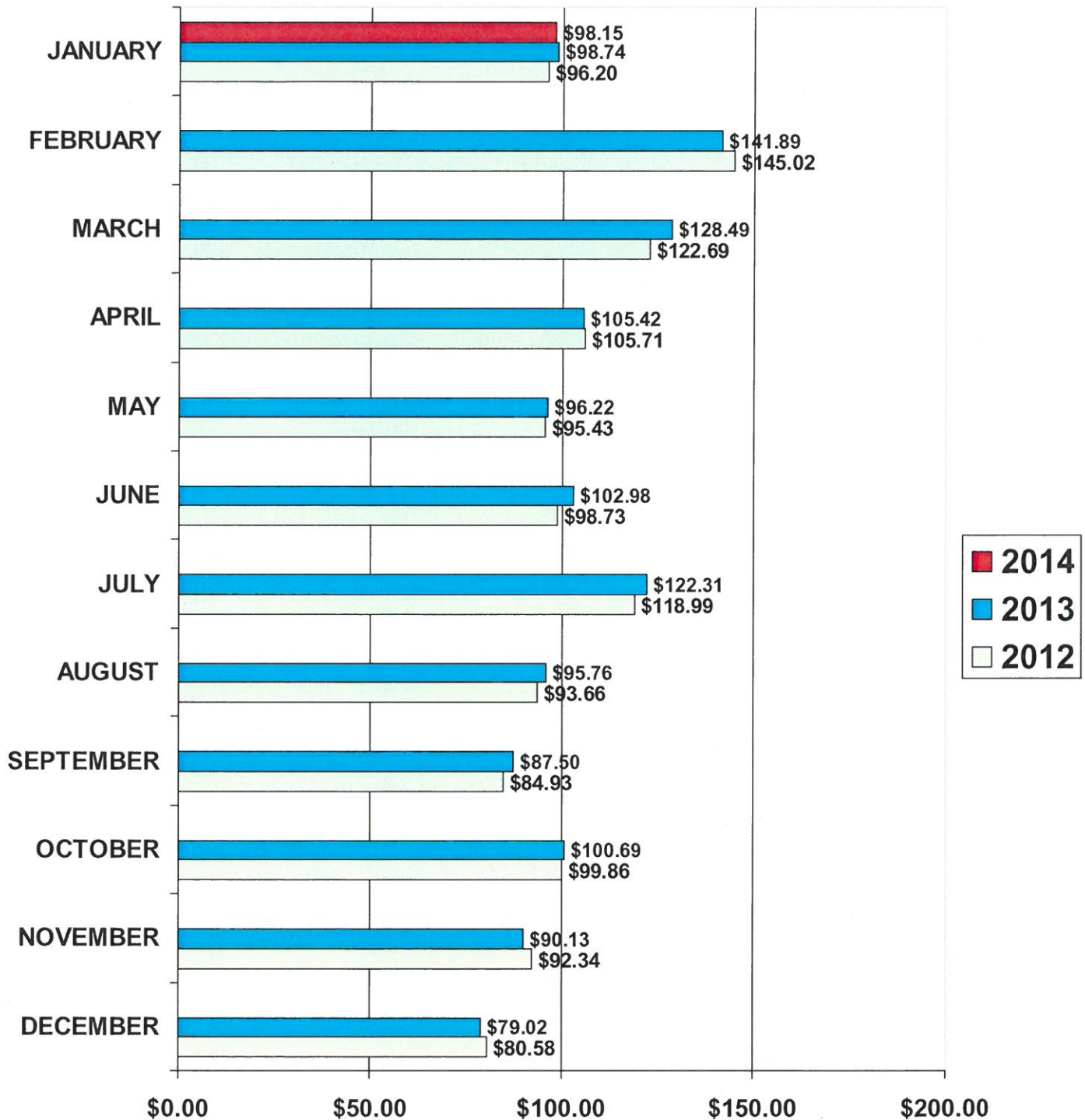


2014 YTD AVG. 56%
 2013 YTD AVG. 56%
 2012 YTD AVG. 53%

JAN. 2014 HIGH 88%
 JAN. 2014 LOW 24%



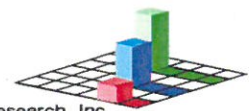
DAYTONA BEACH HOTEL/MOTEL AVERAGE DAILY RATE 2012 - 2014



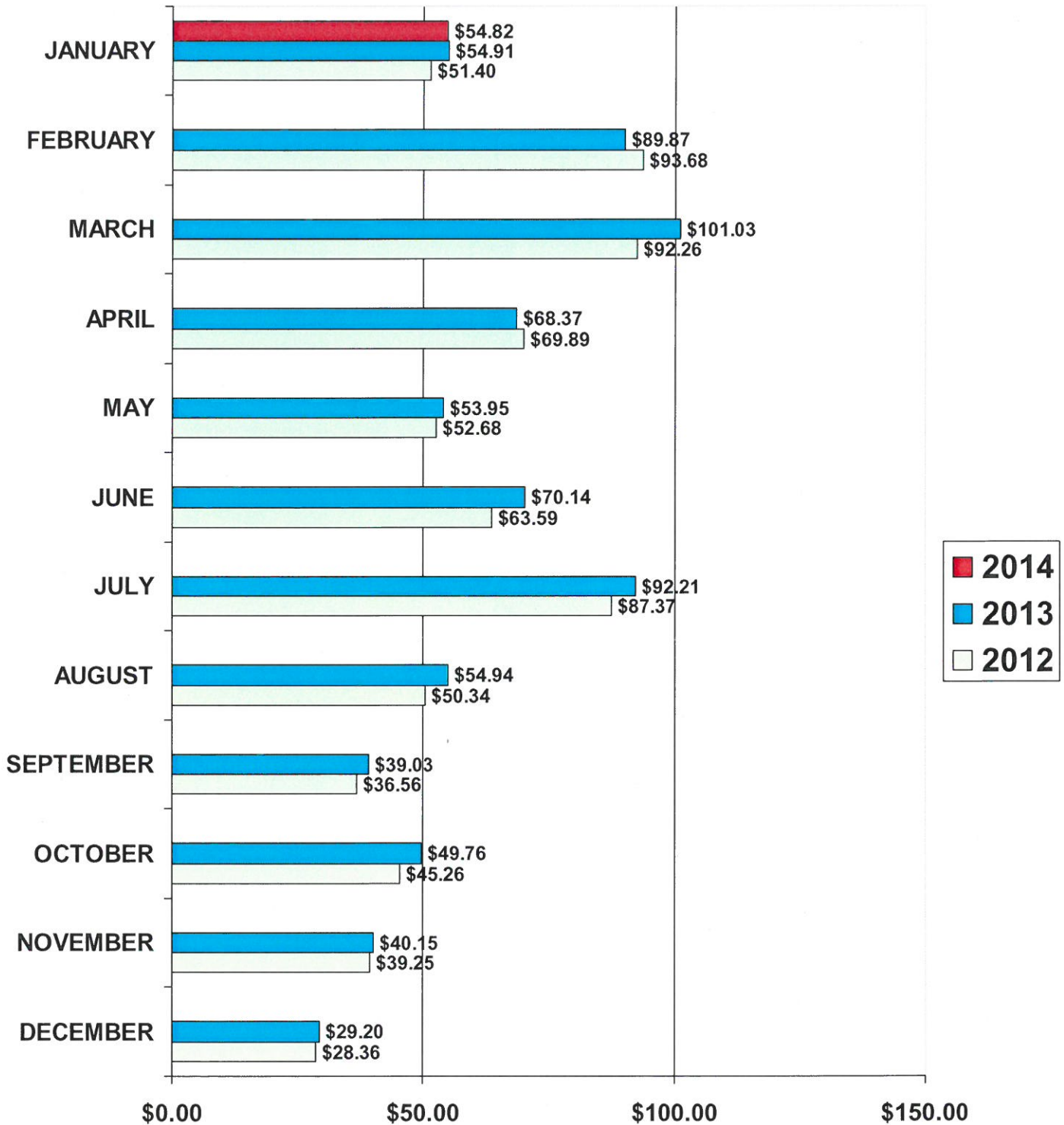
2014 YTD AVG. \$98.15
 2013 YTD AVG. \$98.74
 2012 YTD AVG. \$96.20

JAN. 2014 HIGH \$171.40
 JAN. 2014 LOW \$ 39.80

Mid-Florida Marketing & Research, Inc.



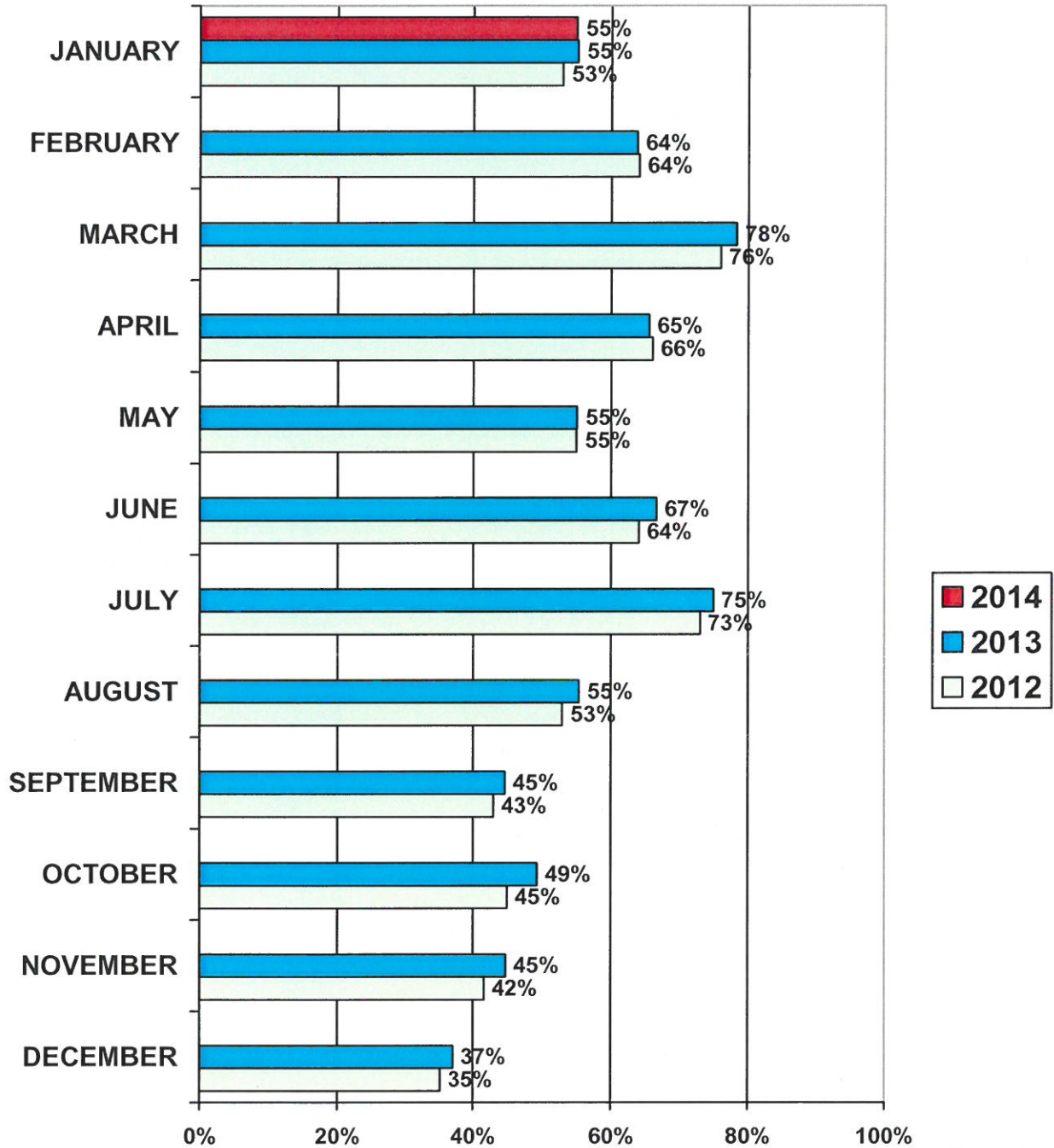
DAYTONA BEACH HOTEL/MOTEL REV/PAR BY MONTH 2012 - 2014



2013 YTD AVG. \$54.82
 2012 YTD AVG. \$54.91
 2011 YTD AVG. \$51.40

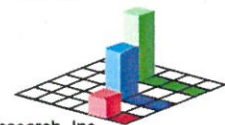


VOLUSIA HOTEL/MOTEL OCCUPANCY 2012 - 2014



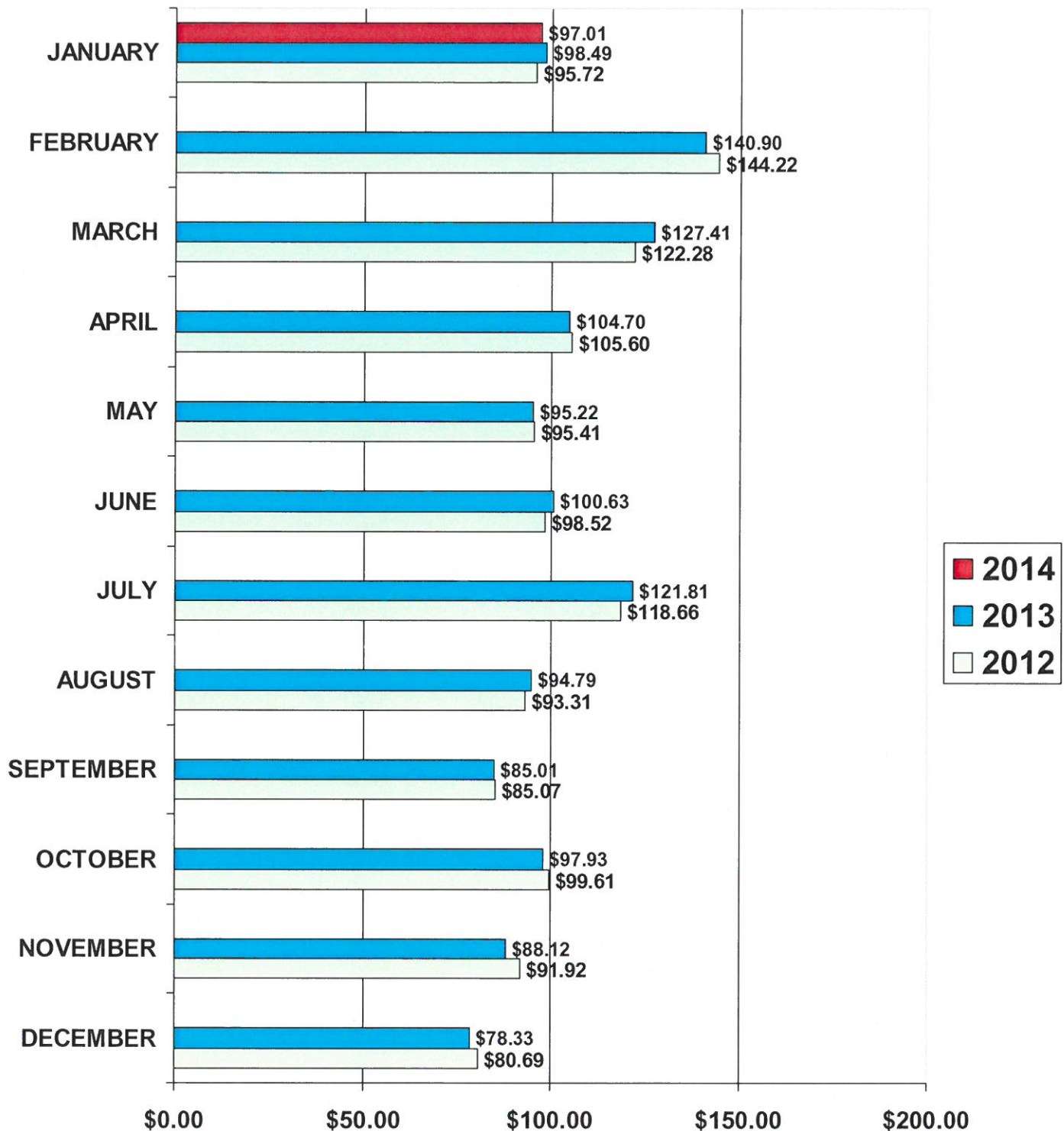
2013 YTD AVG. 55%
 2012 YTD AVG. 55%
 2011 YTD AVG. 53%

JAN. 2014 HIGH 88%
 JAN. 2014 LOW 24%



Mid-Florida Marketing & Research, Inc.

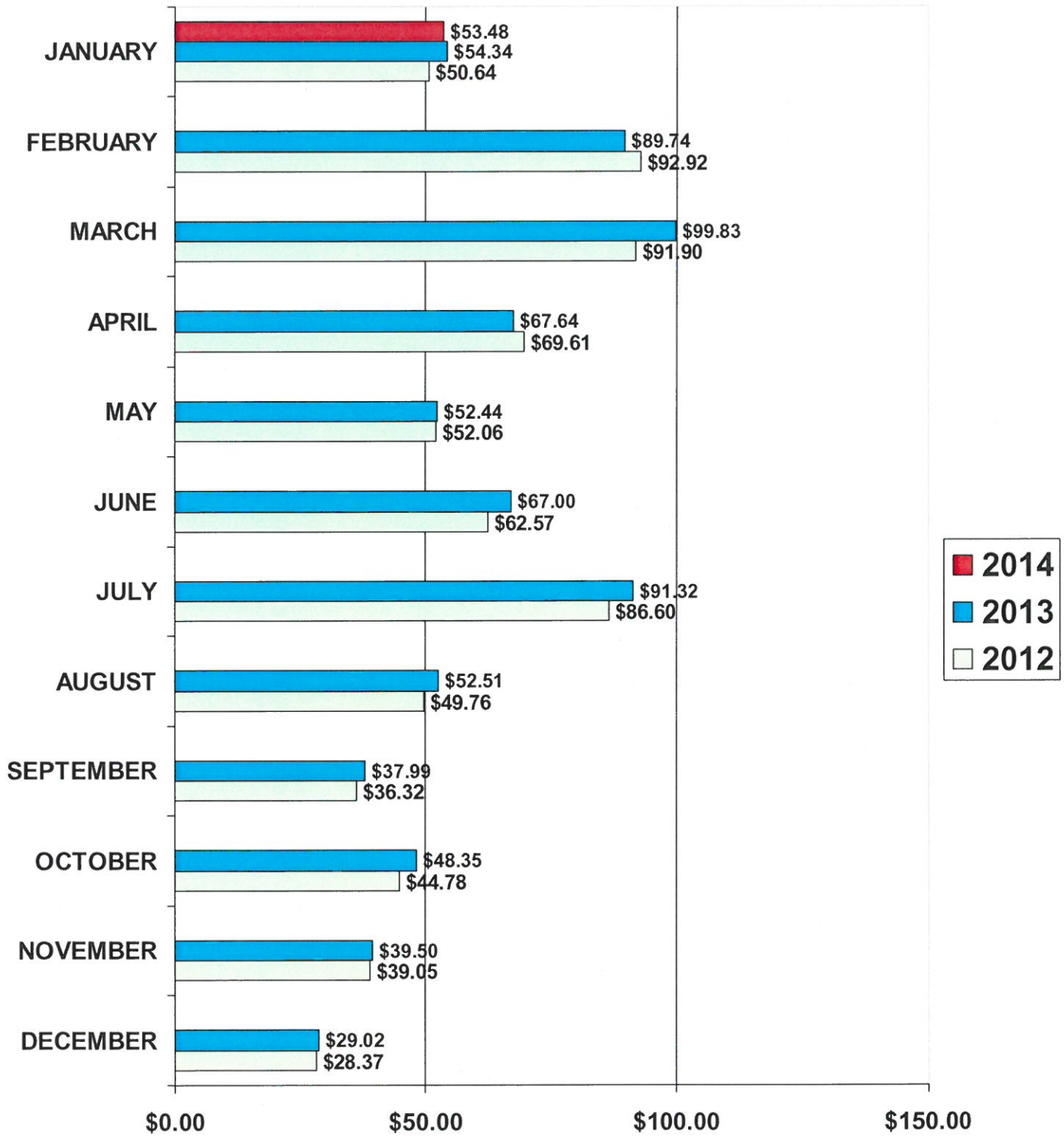
VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2012 - 2014



2014 YTD AVG. \$ 97.01 JAN. 2014 High \$ 264.85
 2013 YTD AVG. \$ 98.47 JAN 2014 Low \$ 39.80
 2012 YTD AVG. \$ 95.72



VOLUSIA HOTEL/MOTEL REV/PAR BY MONTH 2012 - 2014

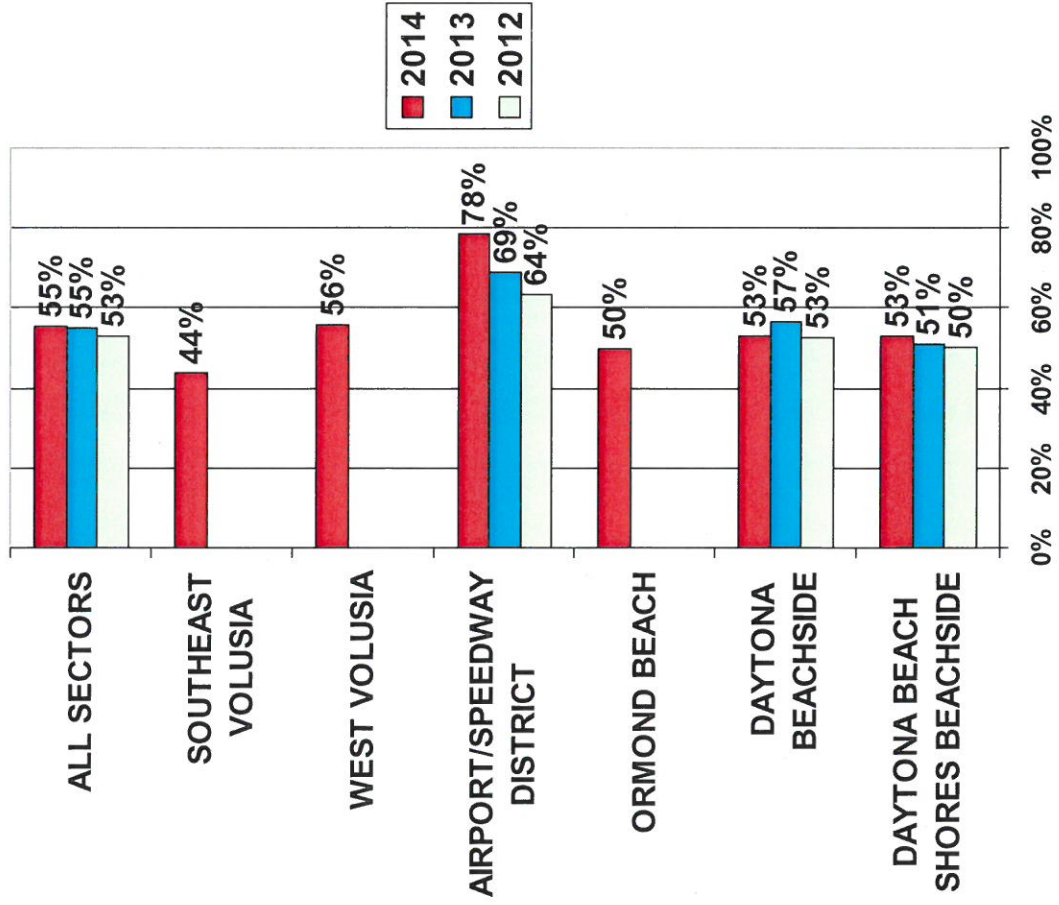


2014 YTD AVG. \$ 53.48

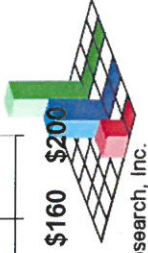
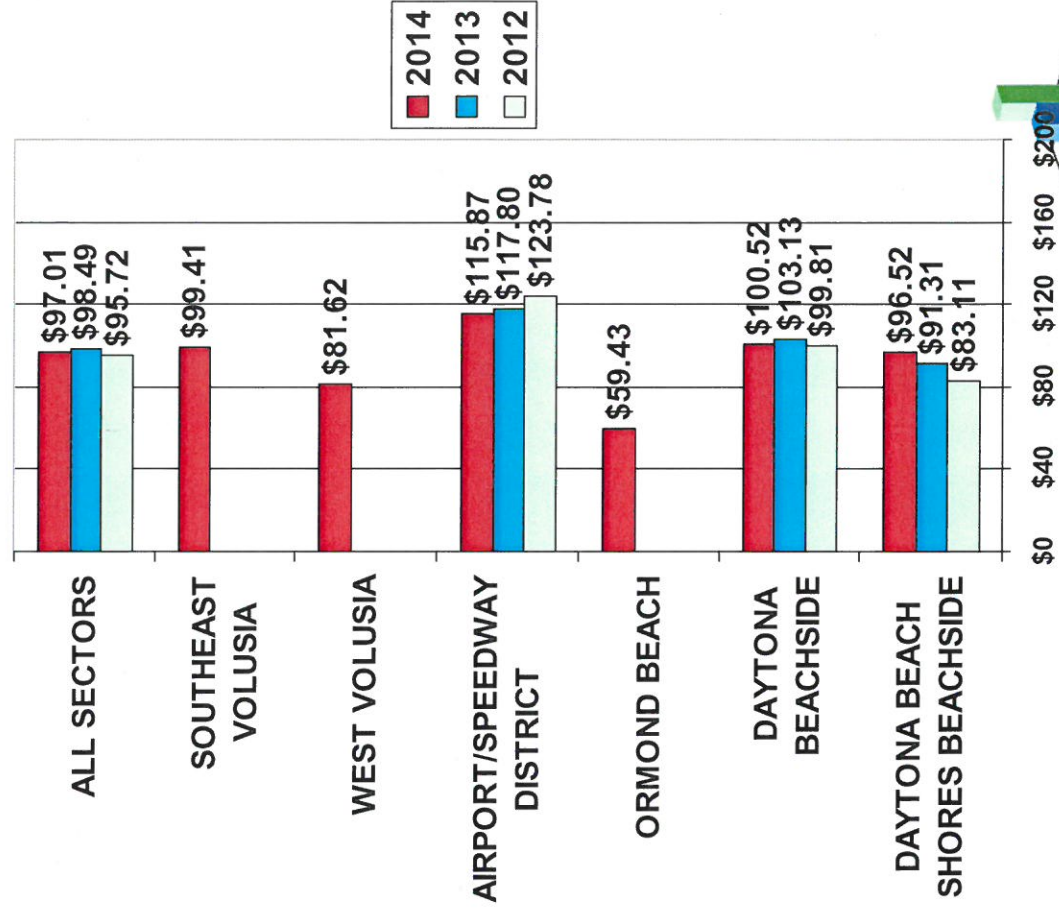
2013 YTD AVG. \$ 54.34

2012 YTD AVG. \$ 50.64

**DAYTONA BEACH OCCUPANCY
BY AREA SECTORS -
JANUARY 2013 - 2014**

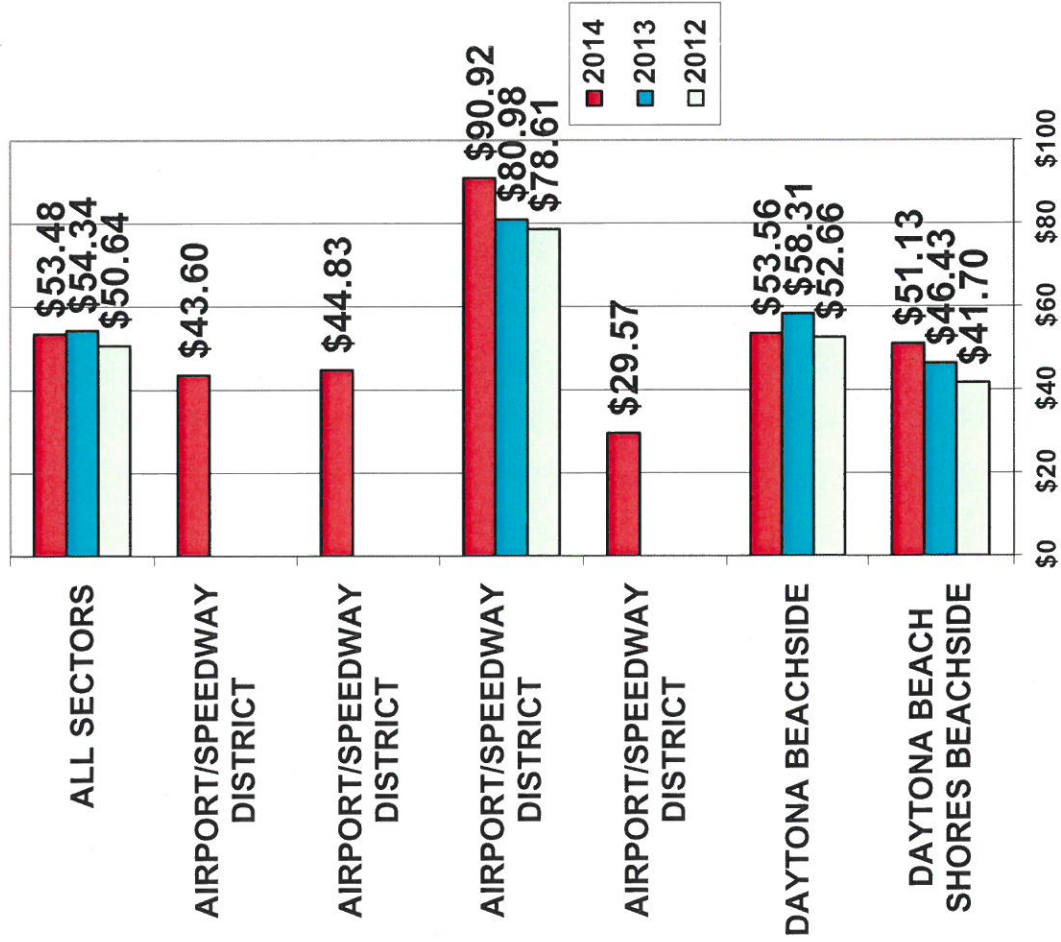


**DAYTONA BEACH AVERAGE
DAILY RATE BY AREA SECTORS -
JANUARY 2012 - 2014**

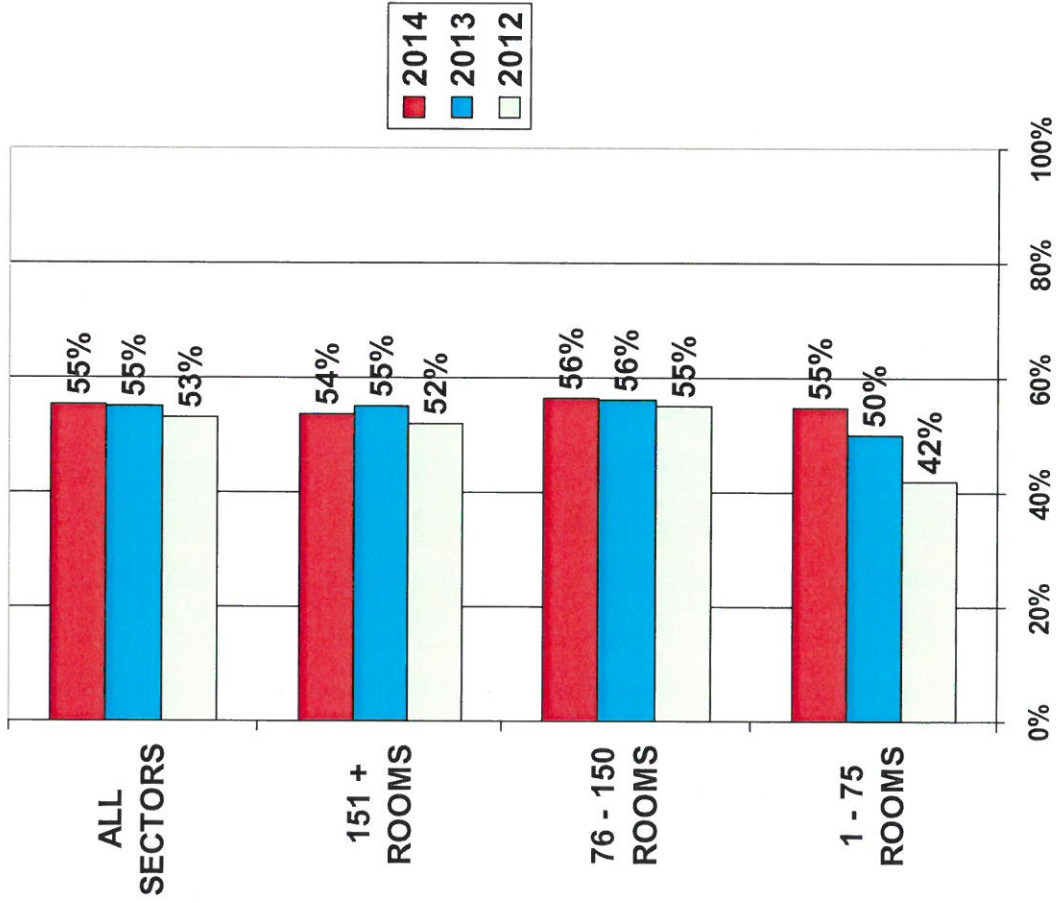


Mid-Florida Marketing & Research, Inc.

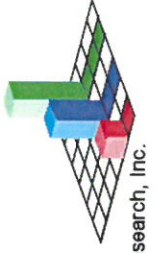
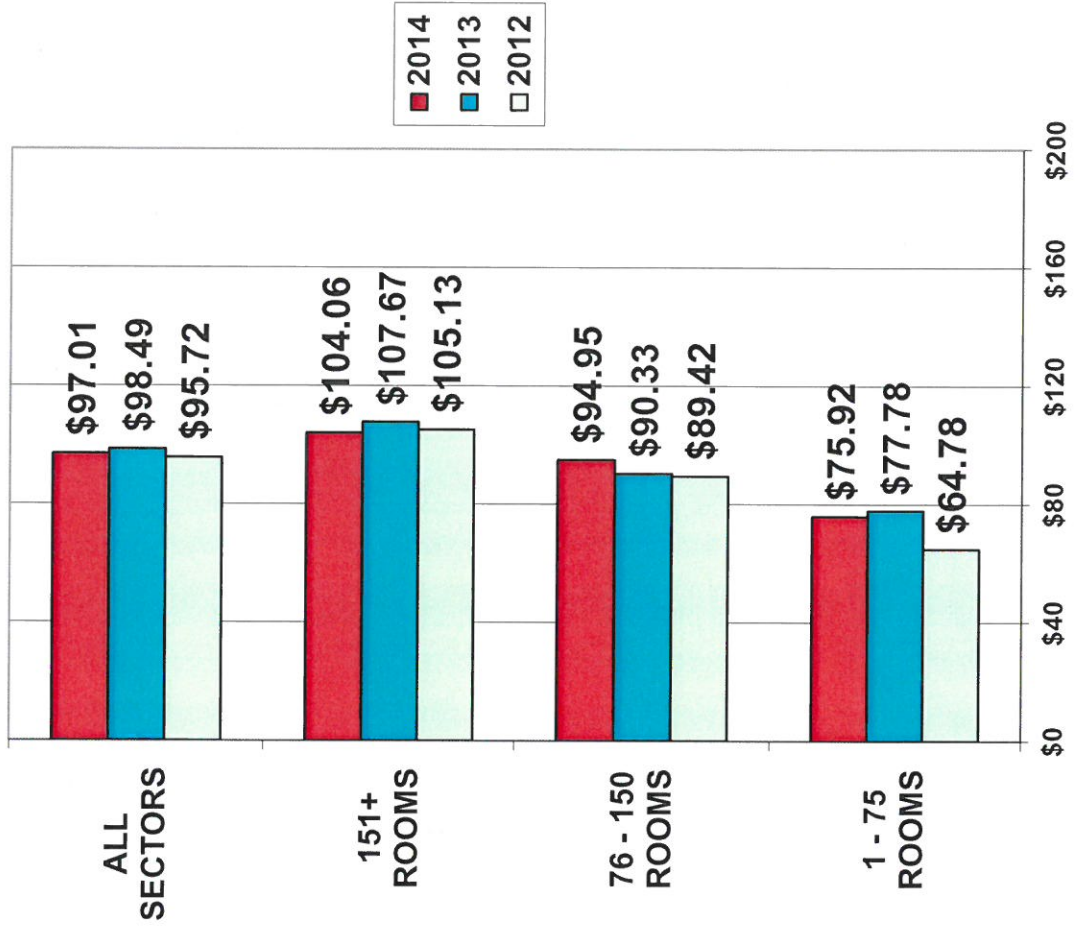
**DAYTONA BEACH REV/PAR BY AREA
SECTORS -
JANUARY 2012 - 2014**



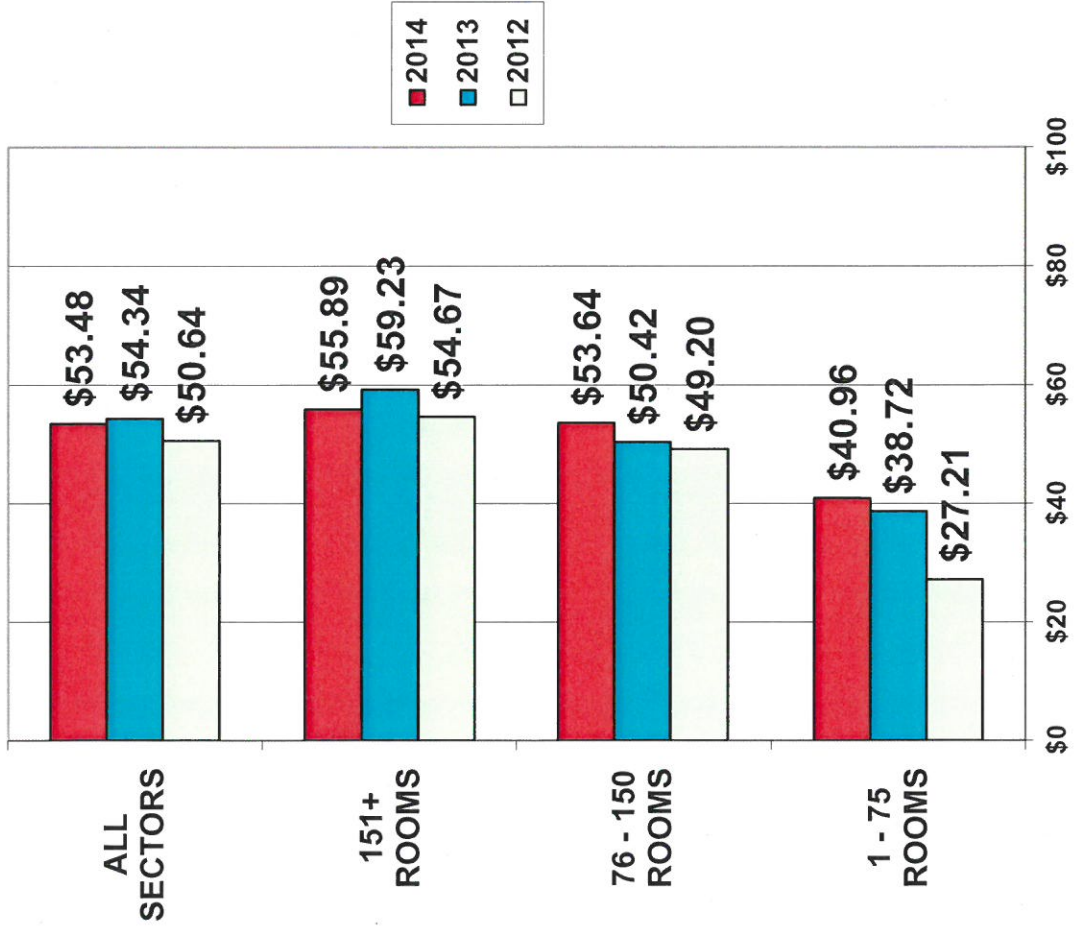
**DAYTONA BEACH OCCUPANCY
BY PROPERTY SIZE -
JANUARY 2012 - 2014**



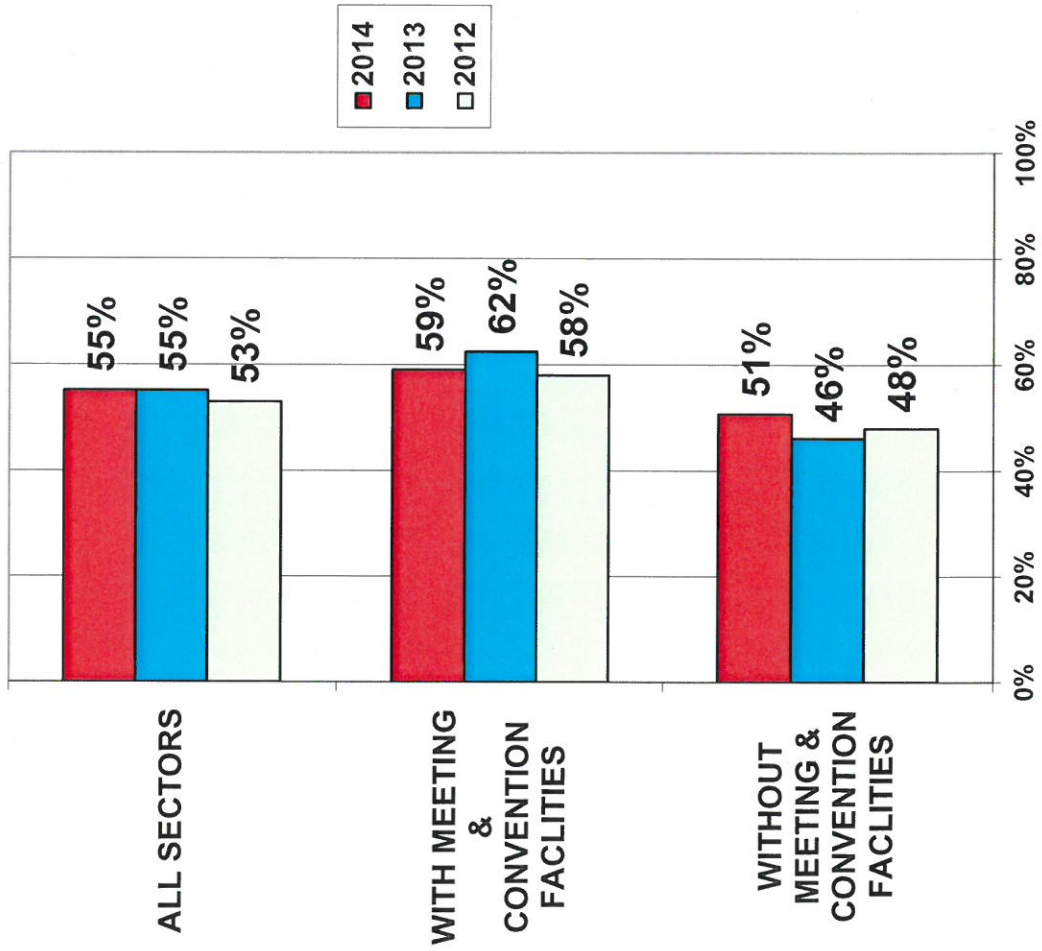
**DAYTONA BEACH AVERAGE
DAILY RATE BY PROPERTY SIZE -
JANUARY 2012 - 2014**



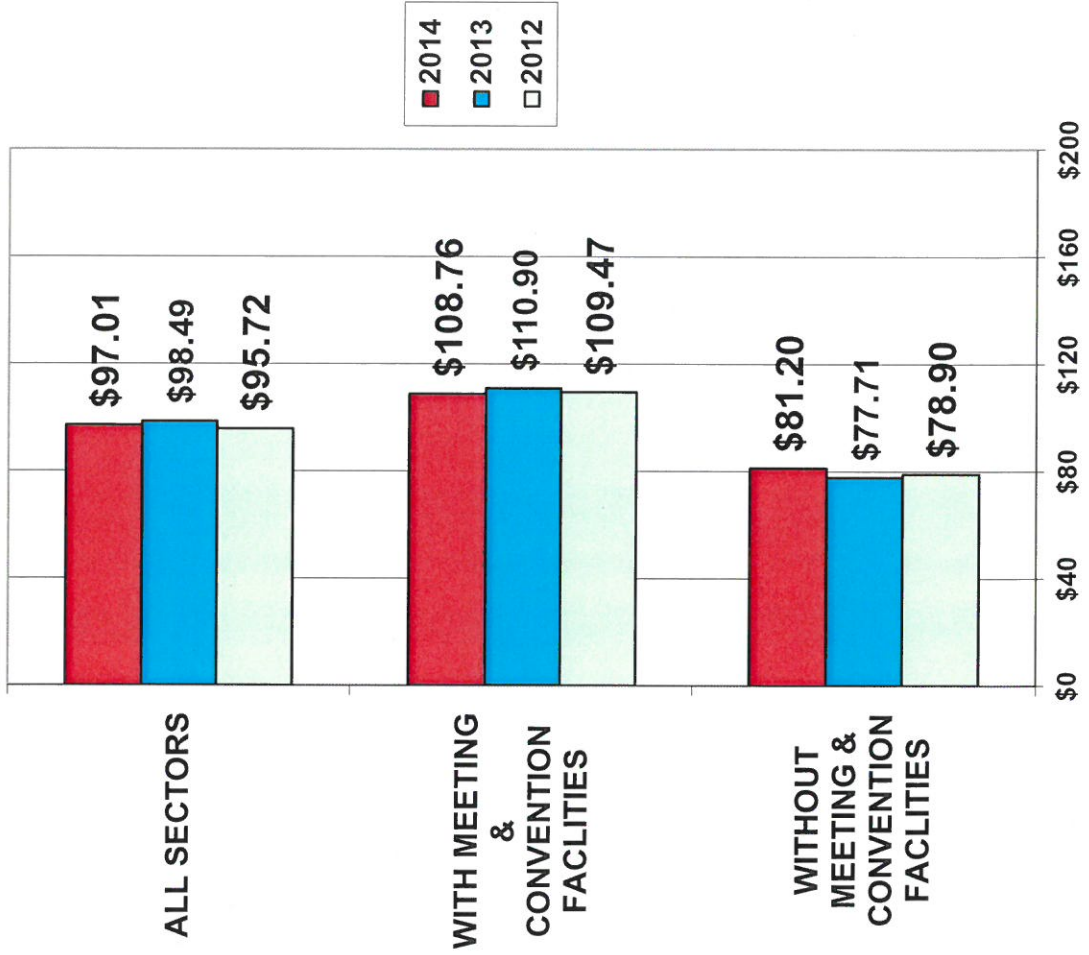
**DAYTONA BEACH REV/PAR BY
PROPERTY SIZE - JANUARY
2012 - 2014**



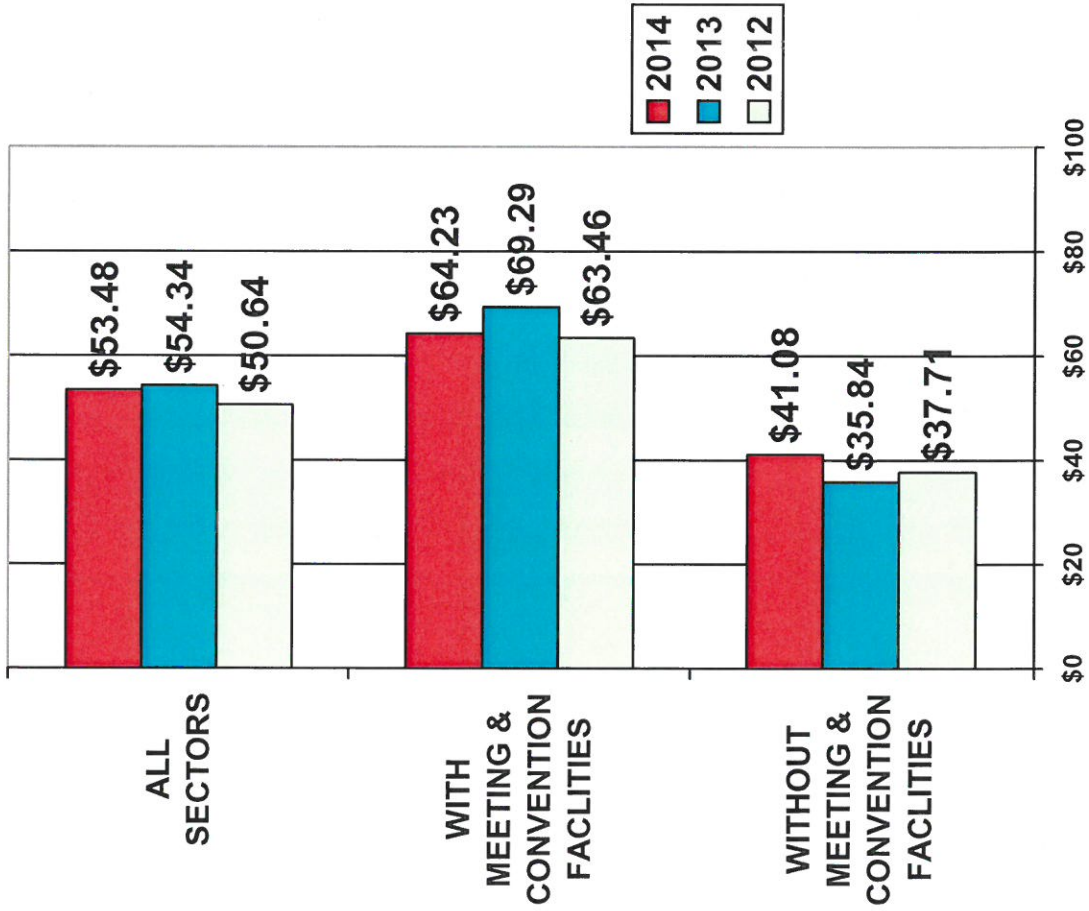
**DAYTONA BEACH OCCUPANCY BY MEETING & CONVENTION FACILITIES
JANUARY 2012 - 2014**



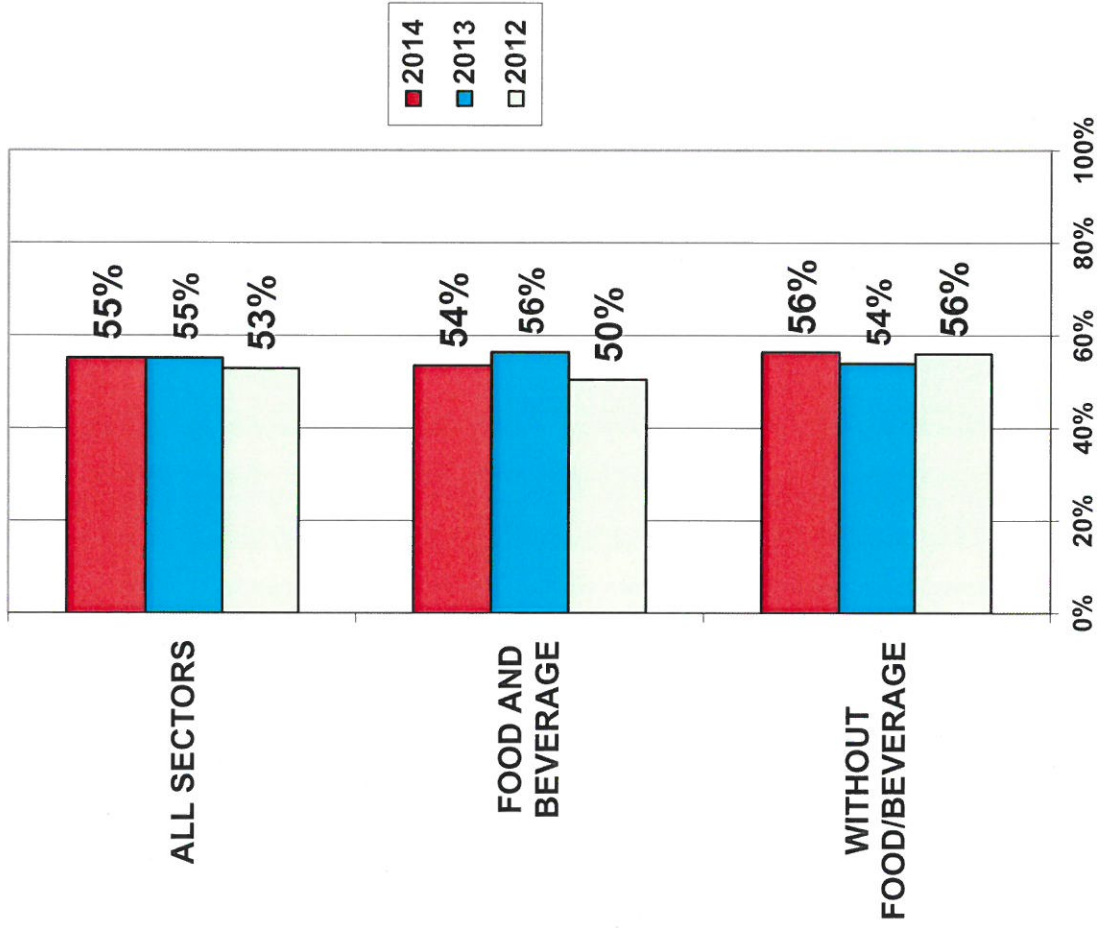
**DAYTONA BEACH AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES
JANUARY 2012 - 2014**



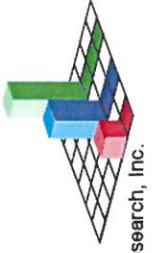
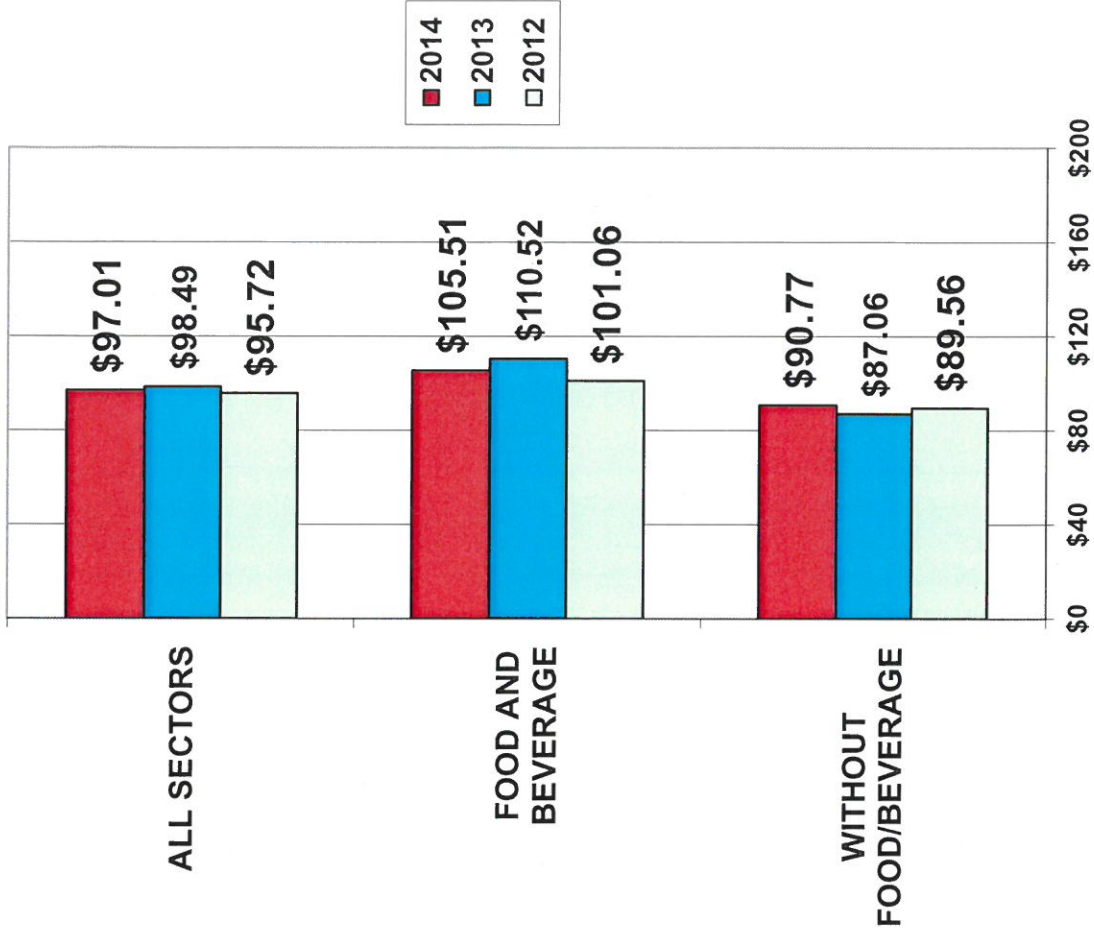
**DAYTONA BEACH REV/PAR BY
MEETING & CONVENTION
FACILITIES - JANUARY 2012 - 2014**



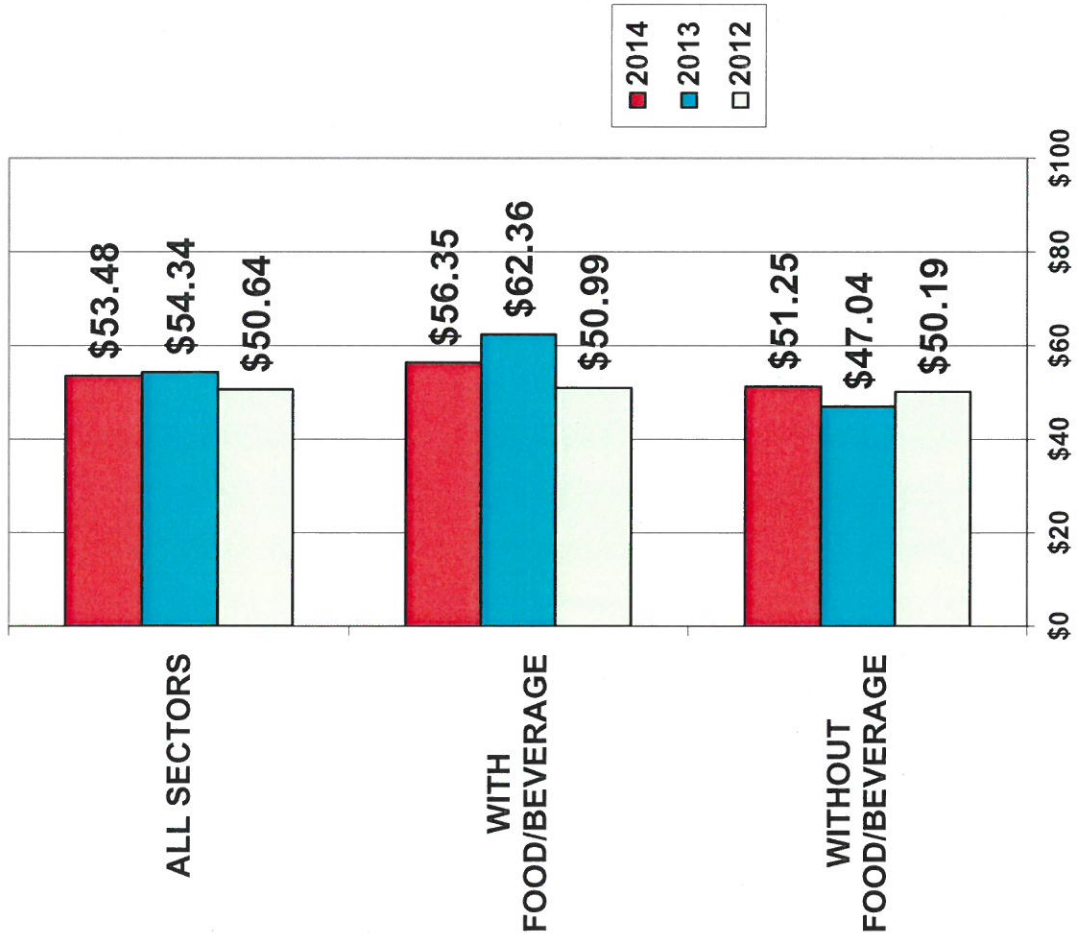
DAYTONA BEACH OCCUPANCY BY FOOD AND/OR BEVERAGE FACILITIES - JANUARY 2012 - 2014



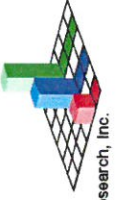
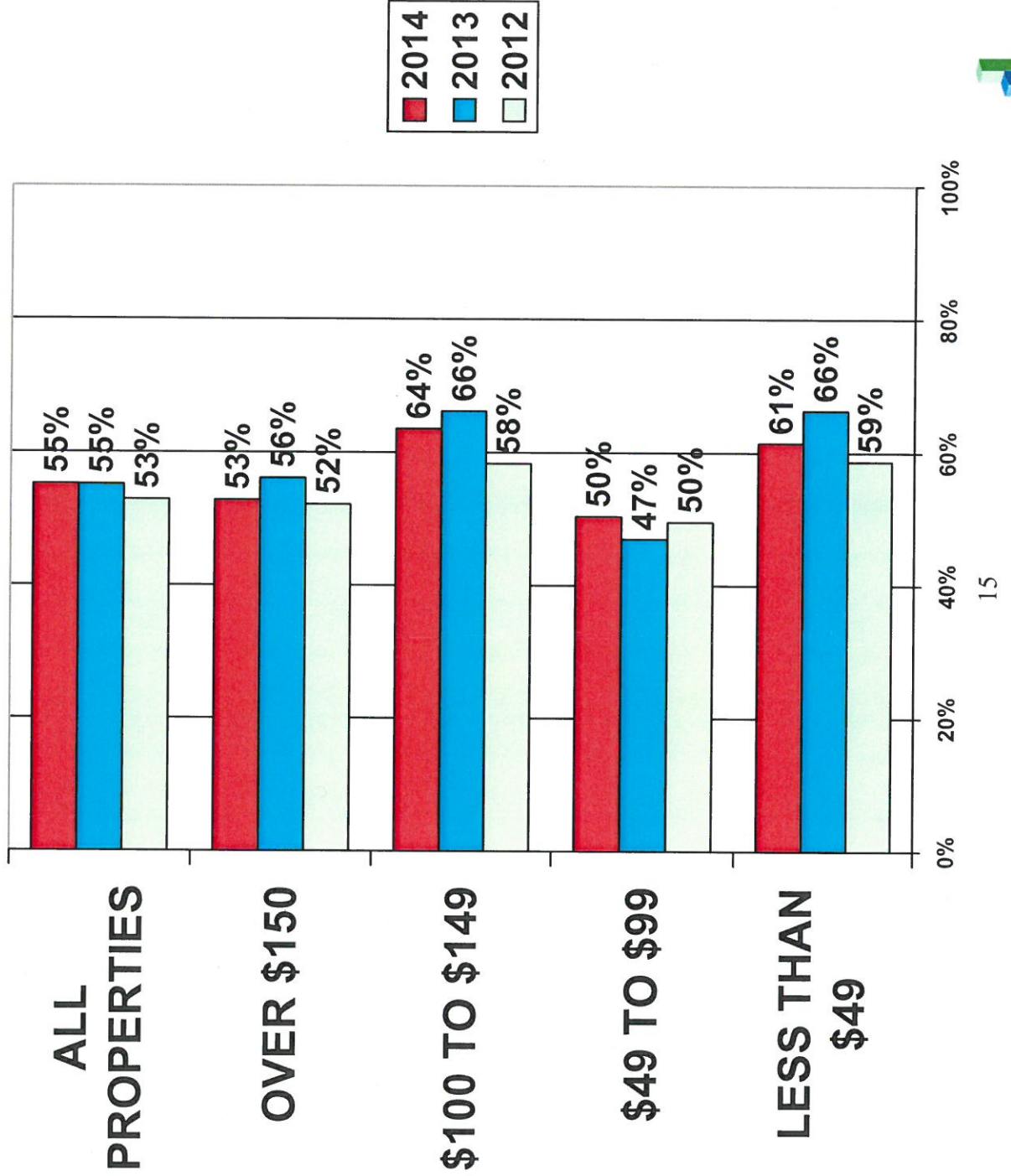
DAYTONA BEACH AVERAGE DAILY RATE BY FOOD AND/OR BEVERAGE FACILITIES - JANUARY 2012 - 2014



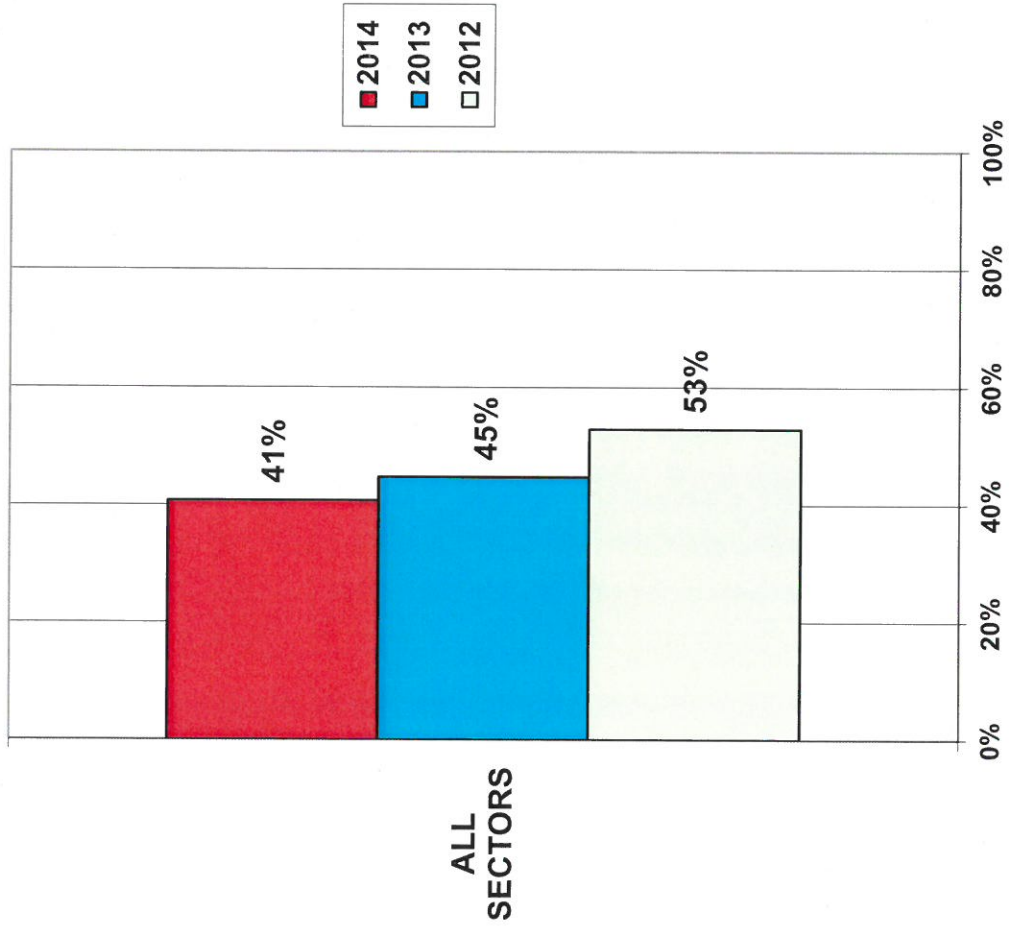
**DAYTONA BEACH REV/PAR BY
FOOD/BEVERAGE -
JANUARY 2012 - 2014**



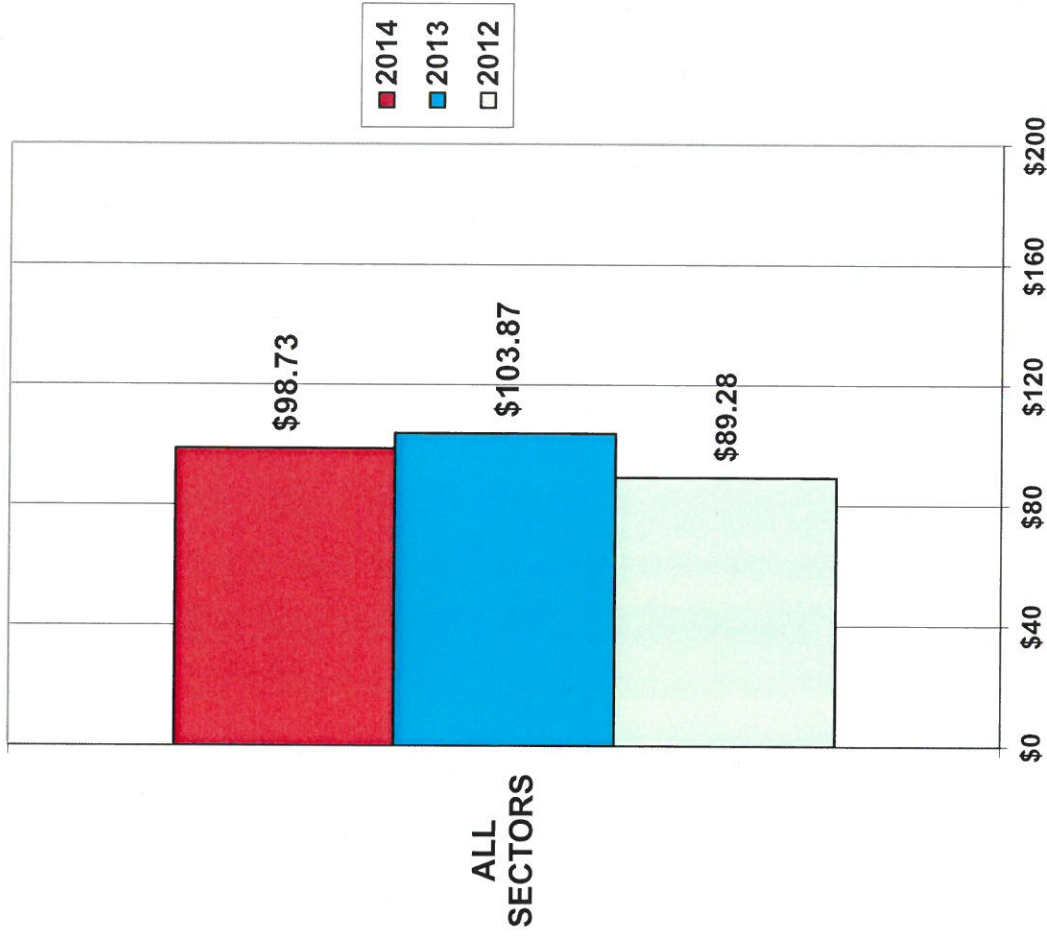
**DAYTONA BEACH HOTEL/MOTEL OCCUPANCY
BY PRICE RANGE - JANUARY 2012 - 2014**



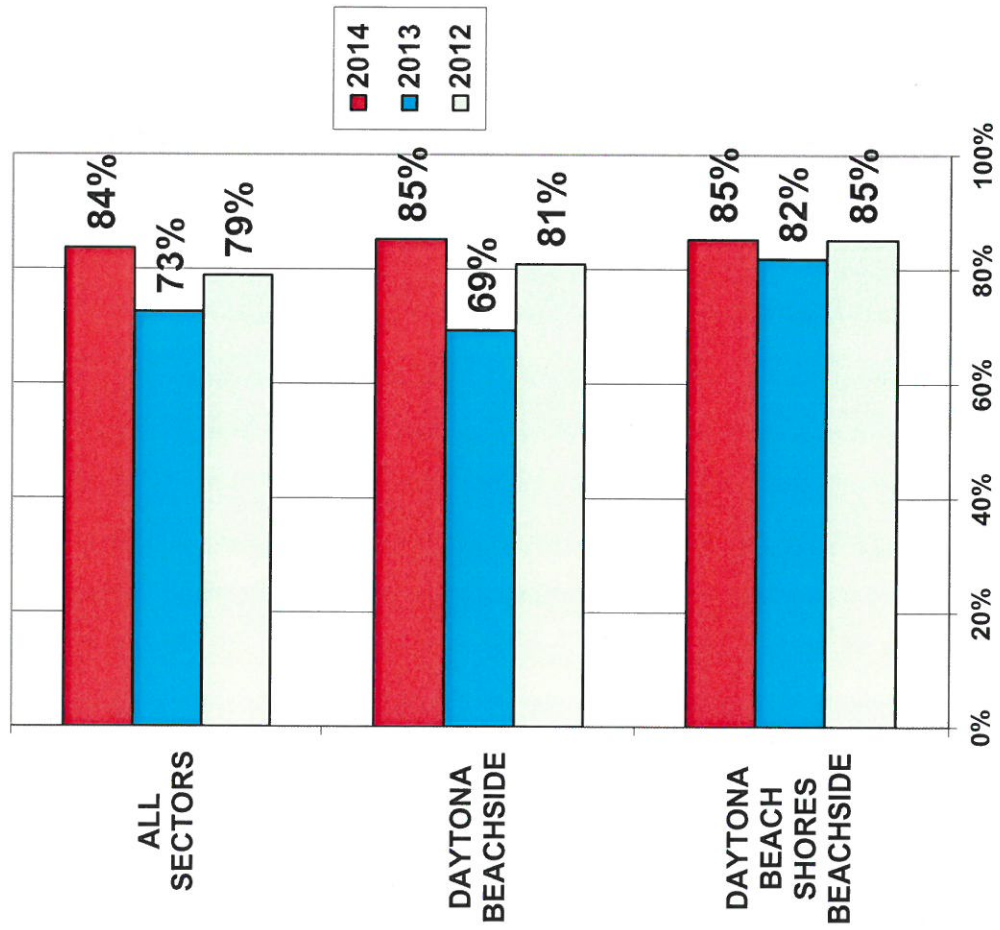
**DAYTONA BEACH OCCUPANCY
BY CONDO/TIMESHARES -
JANUARY 2012 - 2014**



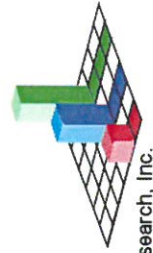
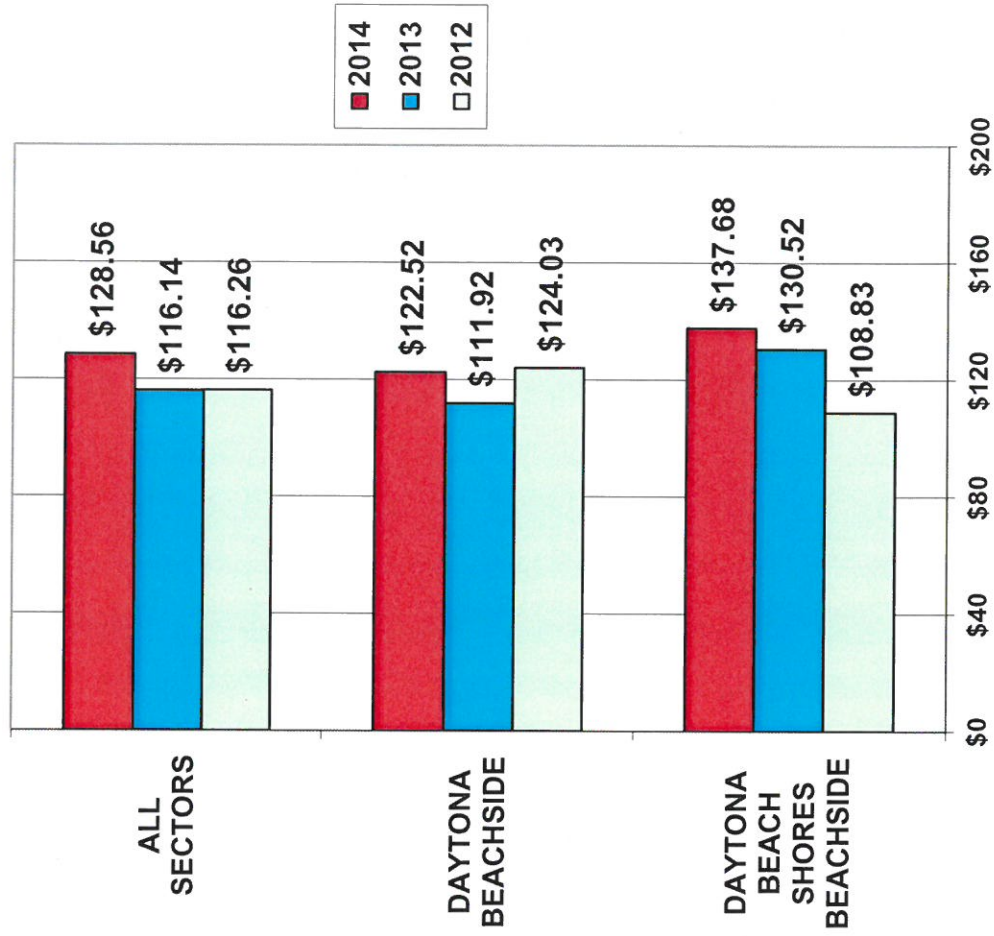
**DAYTONA BEACH AVERAGE DAILY
RATE BY CONDO/TIMESHARES -
JANUARY 2012 - 2014**



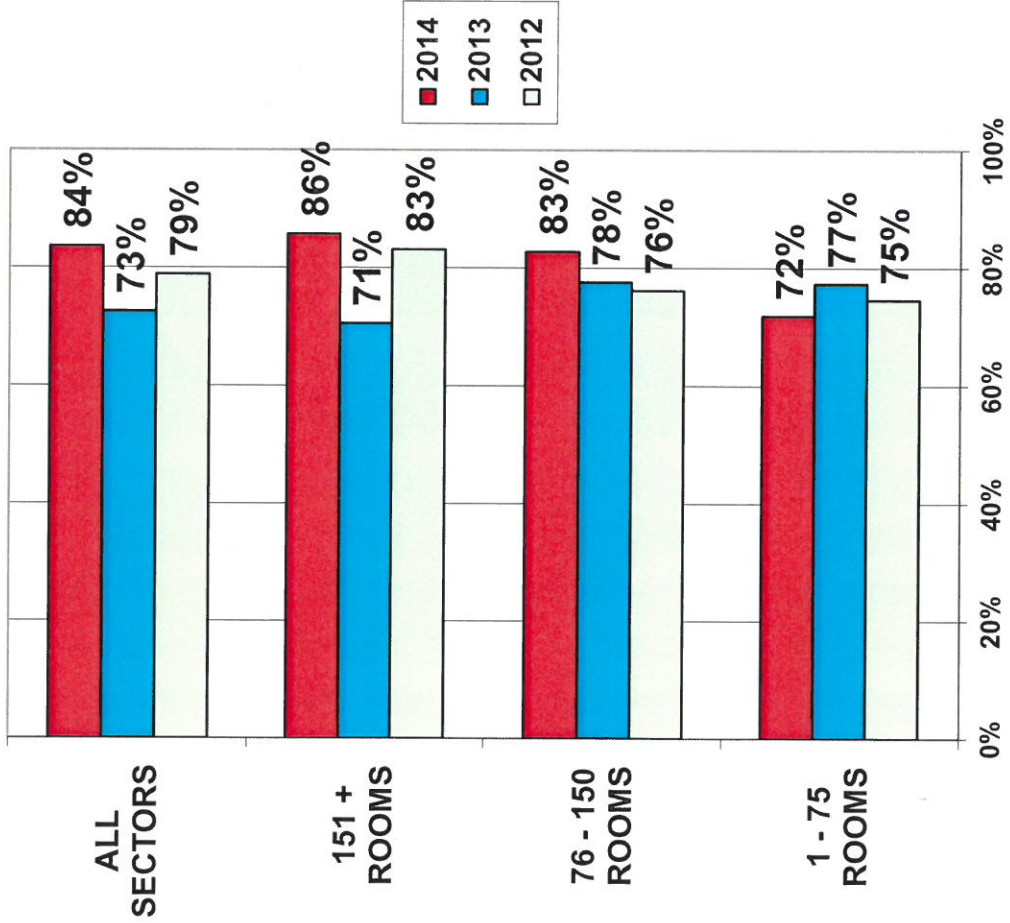
**DAYTONA BEACH OCCUPANCY BY
AREA SECTORS -
ROLEX 24 HOURS
JANUARY 24 - 26, 2014**



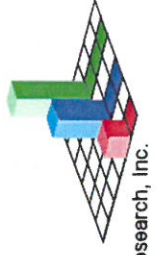
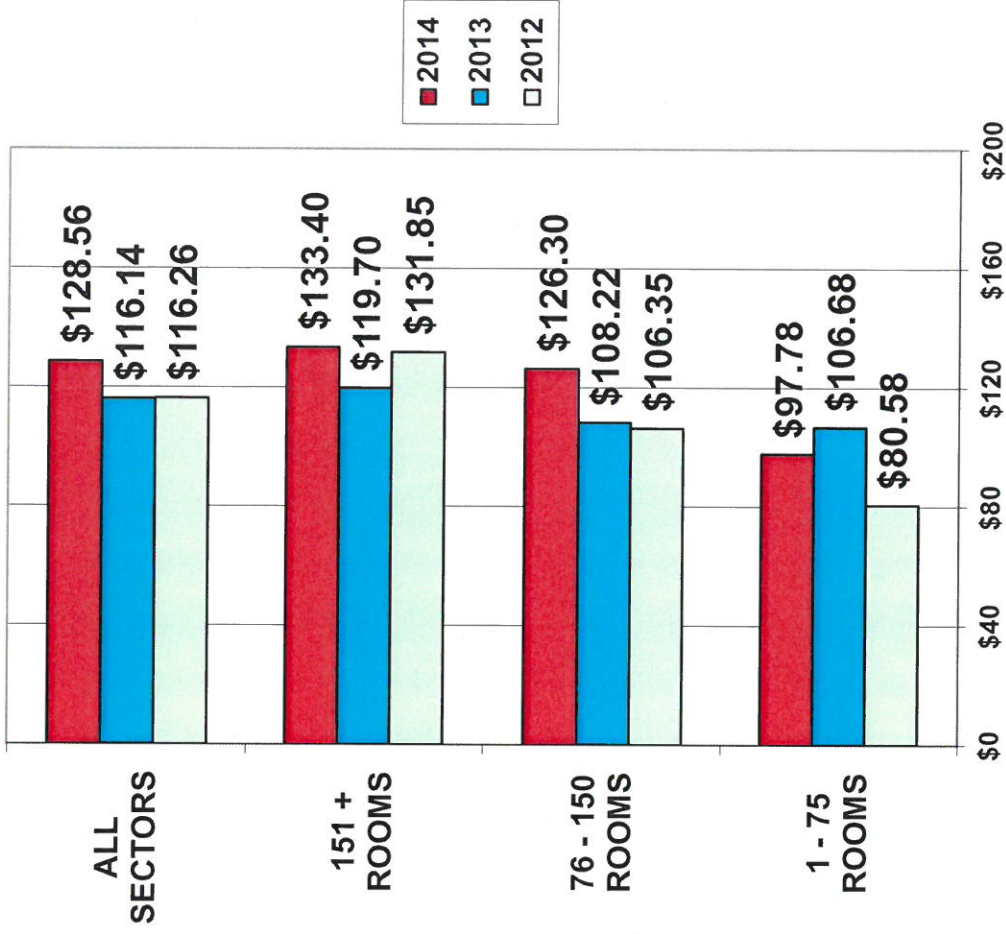
**DAYTONA BEACH AVERAGE DAILY
RATE BY AREA SECTORS - ROLEX 24
HOURS
JANUARY 24 - 26, 2014**



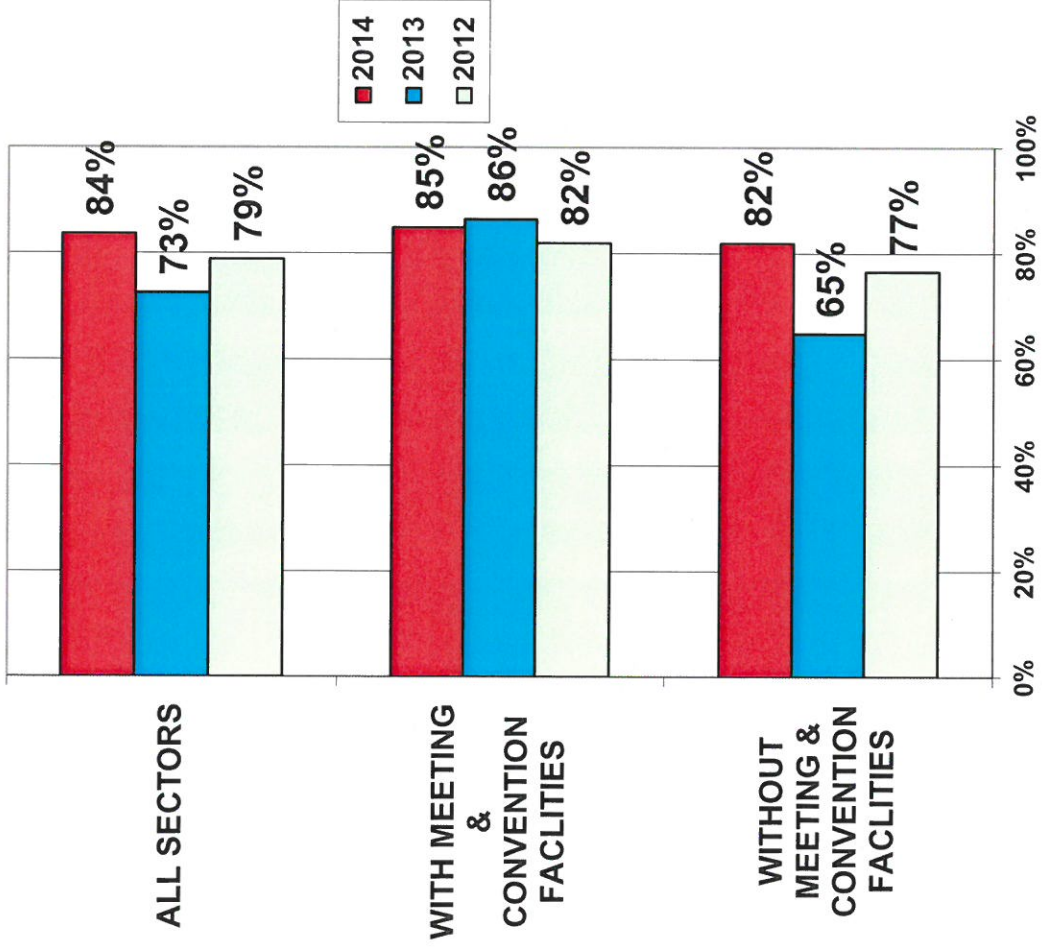
**DAYTONA BEACH OCCUPANCY BY
PROPERTY SIZE -
ROLEX 24 HOURS
JANUARY 24 - 26, 2014**



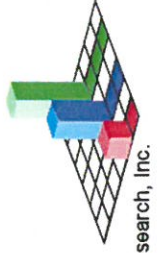
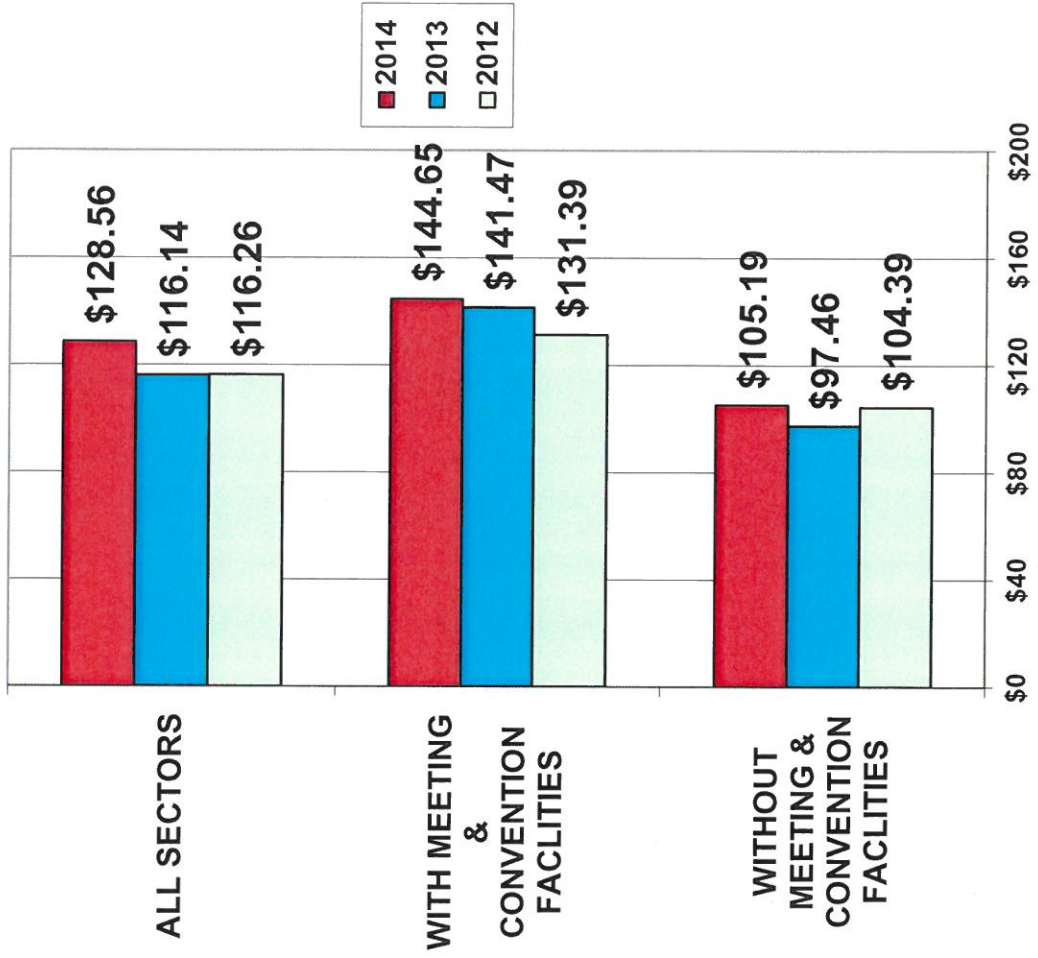
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PROPERTY SIZE -
ROLEX 24 HOURS
JANUARY 24 - 26, 2014**



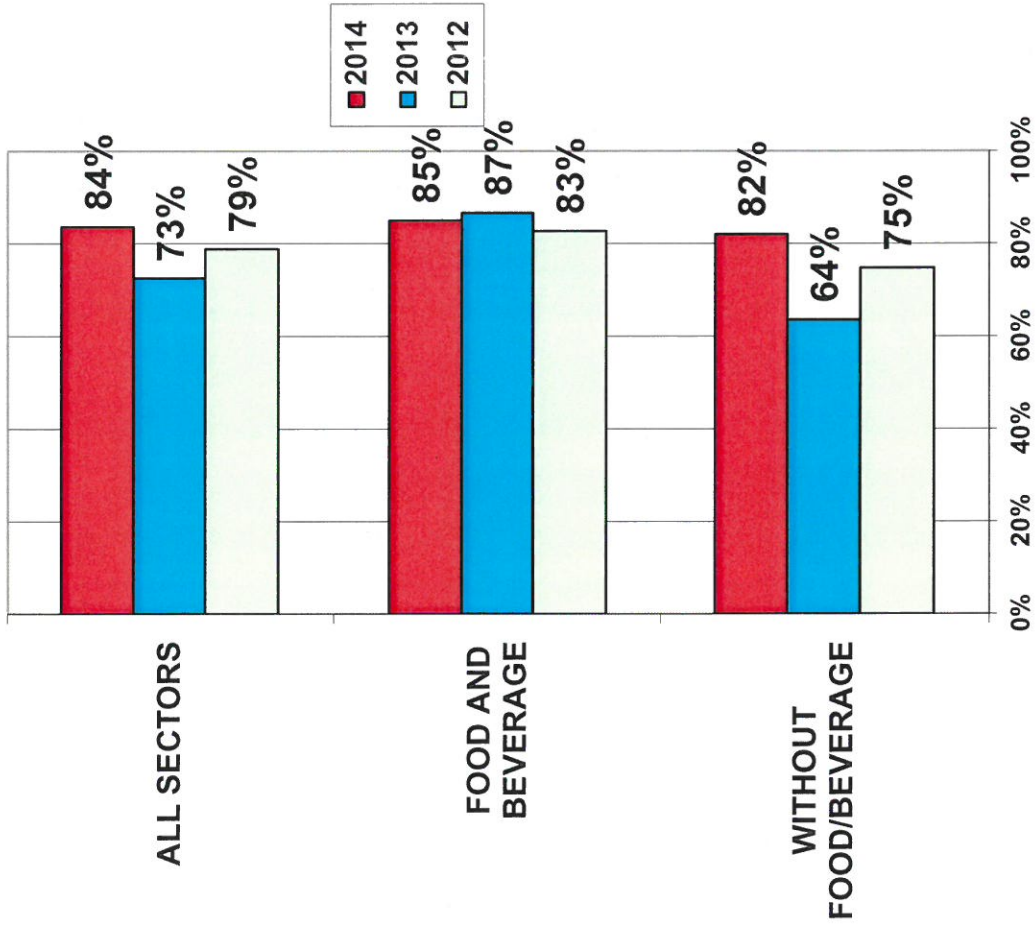
**DAYTONA BEACH OCCUPANCY BY
MEETING & CONVENTION FACILITIES
ROLEX 24 HOURS
JANUARY 24 - 26, 2014**



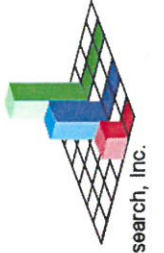
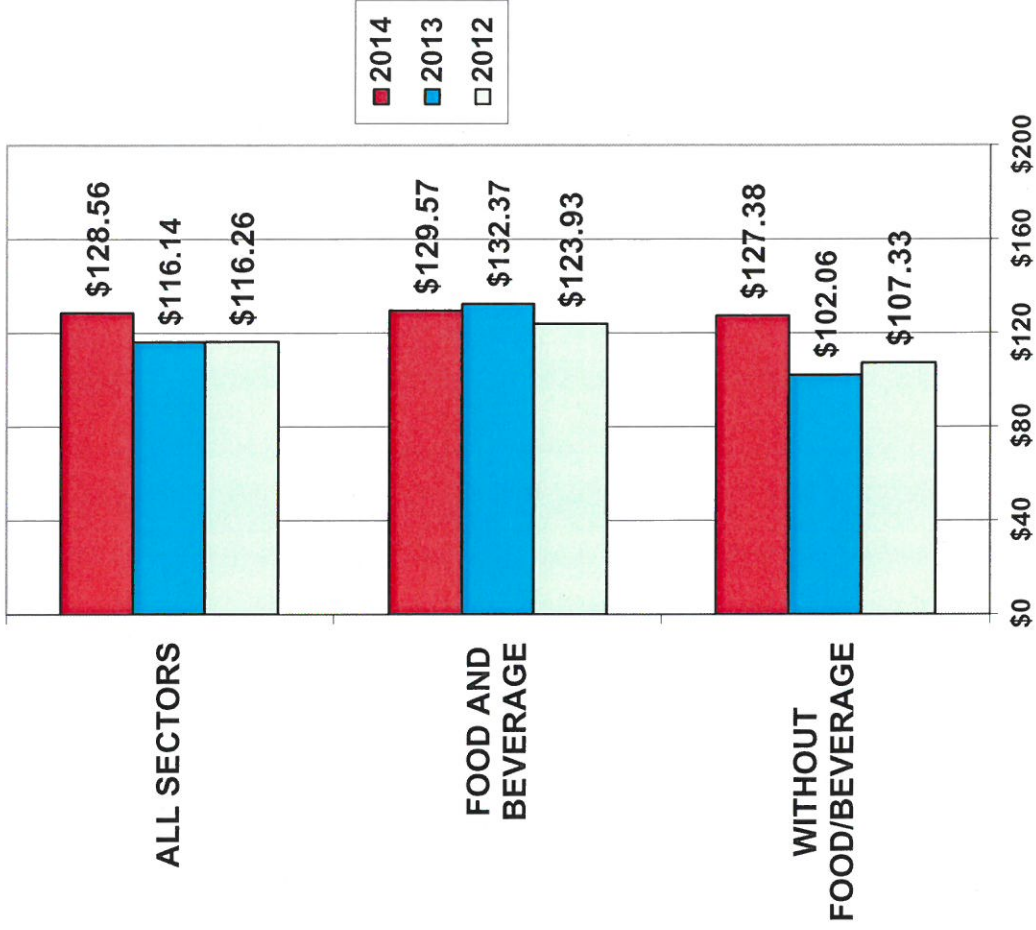
**DAYTONA BEACH ADR BY
MEETING & CONVENTION FACILITIES
ROLEX 24 HOURS
JANUARY 24 - 26, 2014**



**DAYTONA BEACH OCCUPANCY BY FOOD AND BEVERAGE
ROLEX 24 HOURS
JANUARY 24 - 26, 2014**



**DAYTONA BEACH AVERAGE DAILY RATE
BY FOOD AND BEVERAGE ROLEX 24
HOURS
JANUARY 24 - 26, 2014**



**PARTICIPATING PROPERTIES
BY AREA SECTOR**

MONTHS REPORTING 2014

	<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											
BAHAMA HOUSE	95	X											
BEACHSIDE MOTEL	33	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	130	X											
NAUTILUS INN	90	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											
DAYTONA BEACHSIDE													
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											
MAYAN INN BEACHFRONT	110	X											
PLAZA OCEAN CLUB	206	X											
PLAZA RESORT & SPA	322	X											
THE VILLA BED AND BREAKFAST	4	X											
WYNDHAM OCEAN WALK	127	X											



**PARTICIPATING PROPERTIES
BY AREA SECTOR**

MONTHS REPORTING 2014

	<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											
CORAL BEACH MOTEL	97	X											
CORAL SANDS OCEAN FRONT	102	X											
COVE ON ORMOND BEACH	112	X											
MAKAI BEACH LODGE	109	X											
HIGHWAY I-95 INTERSECTIONS													
HAMPTON INN - ORMOND BEACH	84	X											
HOWARD JOHNSON DESTINATION DAYTONA	79	X											
SLEEP INN	82	X											
AIRPORT/SPEEDWAY DISTRICT													
DAYTONA BEACH COURTYARD	122	X	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	X
HILTON GARDEN INN D B AIRPORT	115	X	X	X	X	X	X	X	X	X	X	X	X
BEST WESTERN SPEEDWAY	151	X	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	X
QUALITY INN DAYTONA	64	X	X	X	X	X	X	X	X	X	X	X	X
WEST VOLUSIA													
ALLING HOUSE BED AND BREAKFAST ORANGE CITY	8	X											
CLARION HOTEL - CONFERENCE CENTER DELAND	148	X											
COMFORT INN DELAND	68	X											
DAYS INN ORANGE CITY	37	X											
HAMPTON INN DEBARY	76	X											
HOLIDAY INN EXPRESS ORANGE CITY	114	X											
SE VOLUSIA													
BUENA VISTA INTRACOASTAL INN	8	X											
CASTLE REEF CONDOMINIUM	78	X											
COASTAL WATERS INN	40	X											
COUNTRY INN & SUITES PORT ORANGE	87	X											
NIGHT SWAN INTRACOASTAL B&B	16	X											
OCEAN TRILLIUM SUITES	32	X											



**PARTICIPATING PROPERTIES
BY AREA SECTOR**

MONTHS REPORTING 2007

RMS JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC

DAYTONA BEACH SHORES BEACHSIDE

ACAPULCO HOTEL & RESORT	133	X
BEST WESTERN AKU TIKI INN	132	X
HAMPTON INN D B SHORES	114	X
NAUTILUS INN	90	X
OCEAN COURT MOTEL	33	X
PERRY'S OCEAN EDGE	200	X
PERRY'S WHITE CAPS	16	X
ROYAL HOLIDAY BEACH MOTEL	30	X
SUN VIKING LODGE	91	X

DAYTONA BEACHSIDE

BERMUDA HOUSE	143	X
BEST WESTERN LA PLAYA RESORT	238	X
BEST WSTRN MAYAN INN BEACHFRONT	110	X
BOARDWALK INN & SUITES	101	X
CONCH HOUSE	80	X
DAYTONA BEACH REGENCY	98	X
DAYTONA INN BEACH RESORT	98	X
GRAND SEAS RESORT	168	X
HILTON DAYTONA BEACH OCEAN WALK	742	X
LAQUINTA INN & SUITES	77	X
OCEAN WALK RESORTS	300	X
PLAZA OCEAN CLUB	206	X
THE VILLA B&B	4	X

ORMOND BEACHSIDE

CORAL BEACH MOTEL	97	X
IVANHOE BEACH RESORT	147	X
MAKAI BEACH LODGE	110	X
ORMOND OCEAN CLUB CONDO	43	X
SYMPHONY BEACH CLUB	24	X

**PARTICIPATING PROPERTIES
BY AREA SECTOR**

MONTHS REPORTING 2007

RMS JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC

HIGHWAY I-95 INTERSECTIONS

DAYS INN ORMOND BEACH	72	X
AMERICAS BEST VALUE	128	X
HAMPTON INN - ORMOND BEACH	84	X
SLEEP INN	82	X

AIRPORT/SPEEDWAY DISTRICT

HAMPTON INN DAYTONA SPEEDWAY	122	X
HILTON GARDEN INN D B AIRPORT	115	X
HOMWOOD SUITES	94	X
LA QUINTA INN - SPEEDWAY	143	X
RAMADA INN SPEEDWAY	128	X
SUPER 8 SPEEDWAY	115	X

MAINLAND (NOT HWY INTERSECTIONS)

COQUINA INN B & B	4	X
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OUT OF HALIFAX AREA

COASTAL WATERS INN	40	X
HAMPTON INN DEBARY	76	X
RIVERVIEW HOTEL	18	X
NIGHT SWAN INTRACOASTAL B&B	4	X
OCEAN TRILLIUM	31	X