Memo

To: HAAA

From: Evelyn Fine

Date: November 14, 2016

Subject: September 2016 Occupancy & Average Daily Rate Report

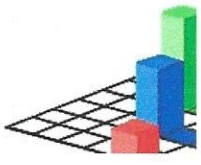
Overall Daytona Beach Area Occupancy increased about 4%, to 54% in September 2016 from 52% in September 2015.

The Daytona Beach Area Average Daily Rate was flat, with $93.37 in September 2016 and $92.93 in September 2015.

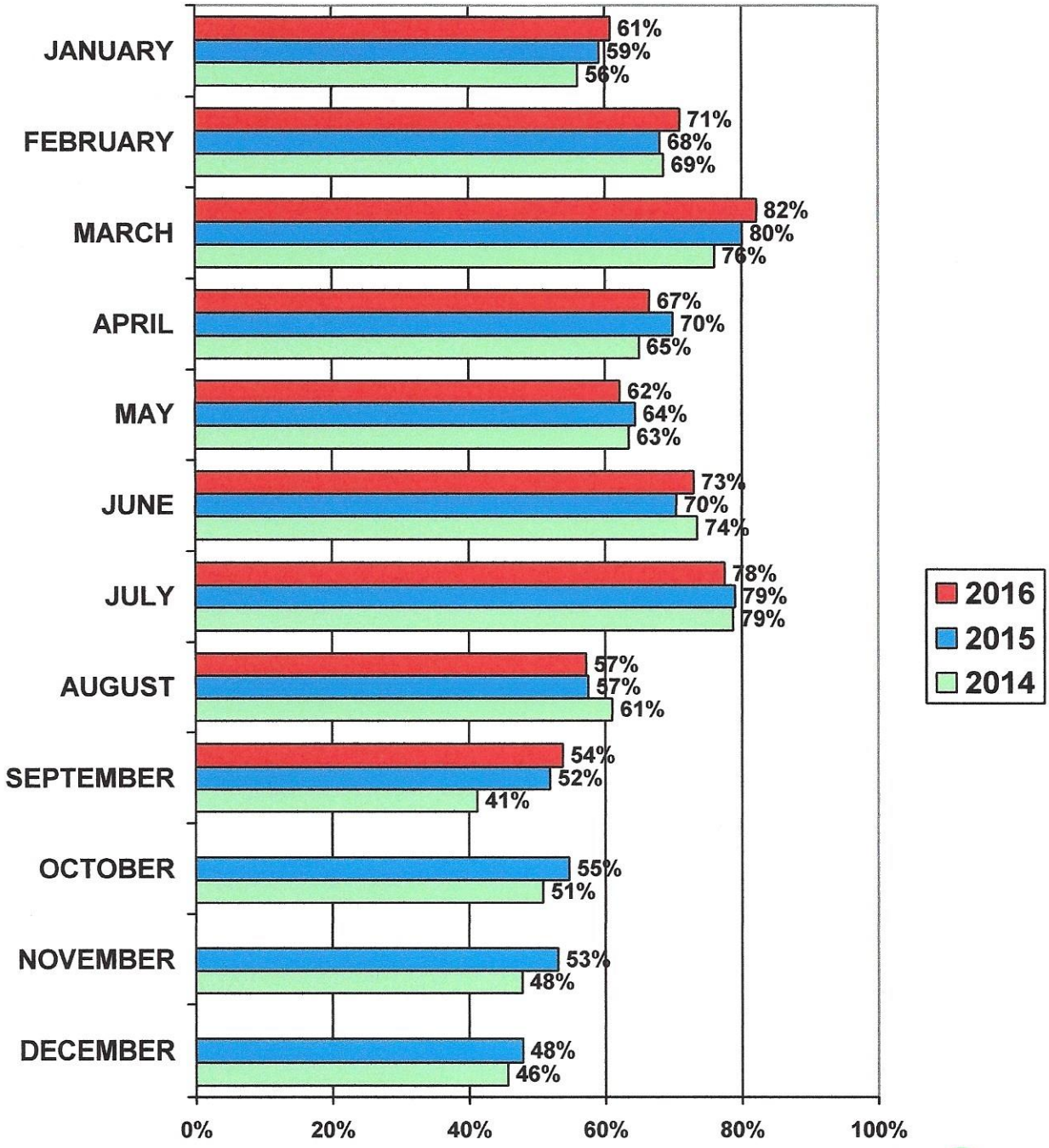
The Daytona Beach Area Revenue per Available Room increased about 4%, to $50.18 in September 2016 from $48.21 in September 2015.

Bad weather during Labor Day Weekend contributed to the overall occupancy and average daily rate in September 2016.

EF/LT



DAYTONA BEACH HOTEL/MOTEL OCCUPANCY 2014 - 2016



2016 YTD AVG. 67% SEPT. 2016 HIGH 91%
2015 YTD AVG. 67% SEPT. 2016 LOW 29%
2014 YTD AVG. 68%

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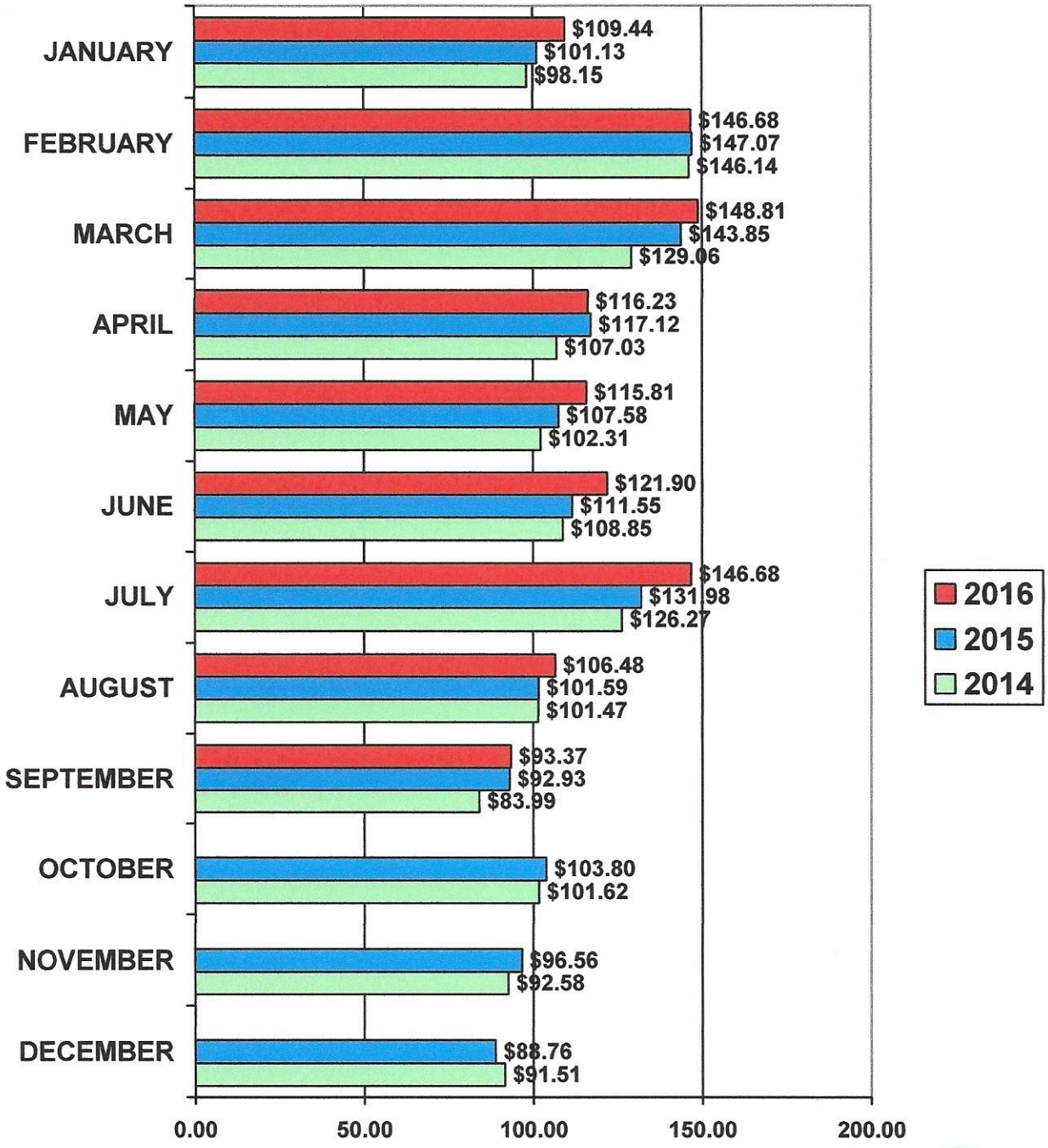
DAYTONA BEACH HOTEL/MOTEL
AVERAGE DAILY RATE 2014 - 2016



2016 YTD AVG. $125.44 SEPT. 2016 HIGH $199.97
2015 YTD AVG. $117.47 SEPT. 2016 LOW $ 48.22
2014 YTD AVG. $114.14

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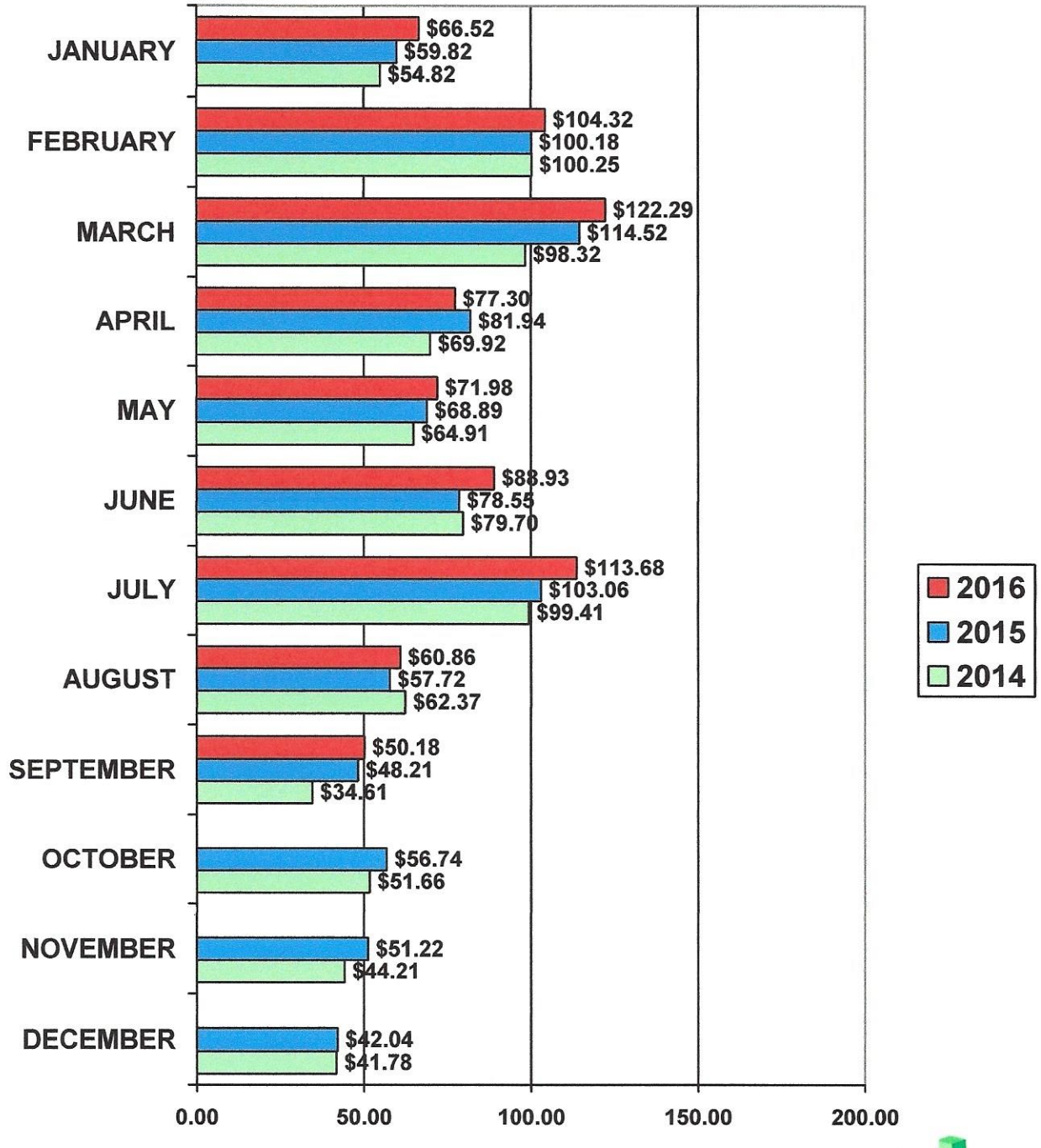
DAYTONA BEACH HOTEL/MOTEL
REV PAR BY MONTH 2014 - 2016



2016 YTD AVG. $84.40
2015 YTD AVG. $79.34
2014 YTD AVG. $78.46

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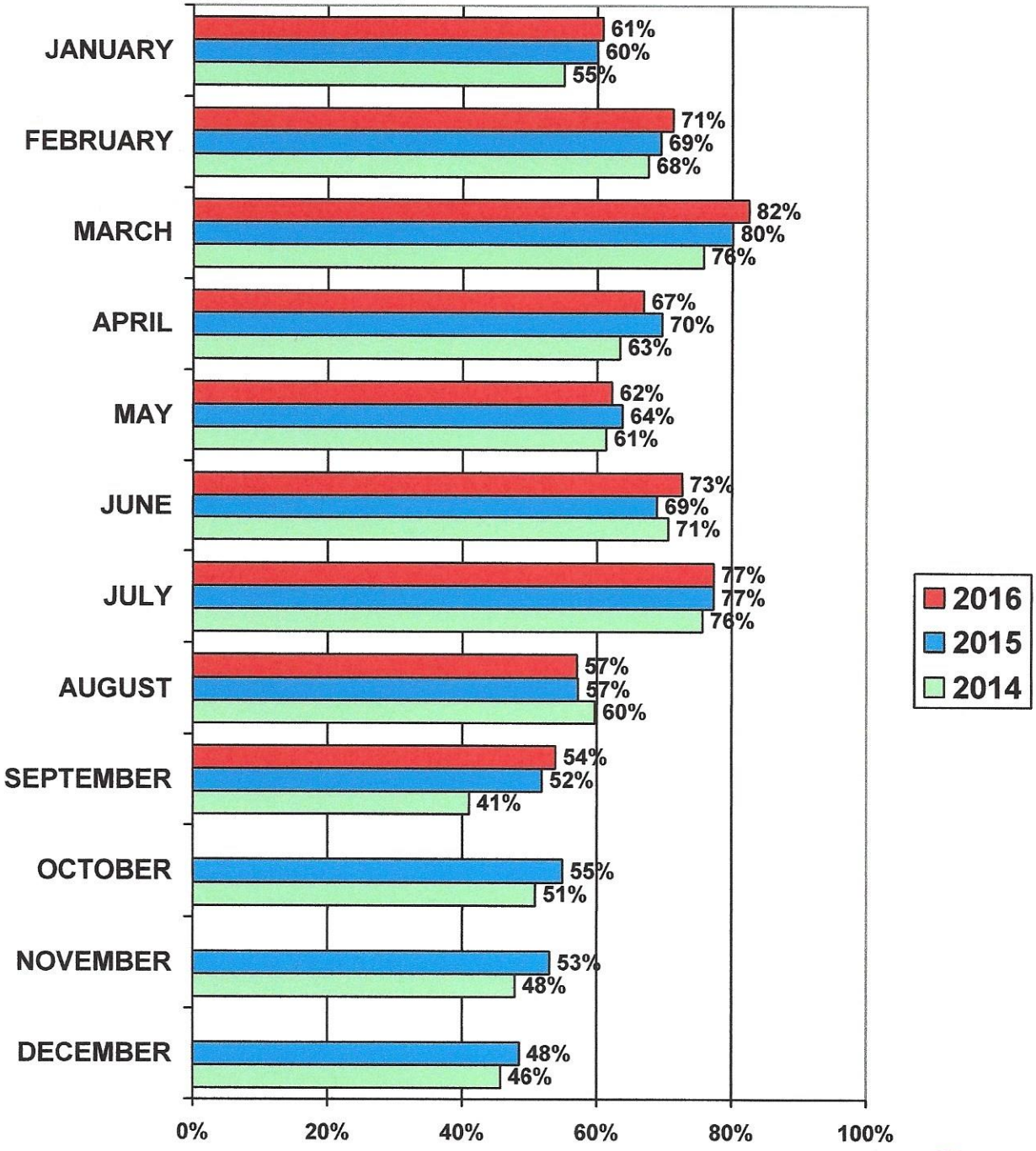
VOLUSIA HOTEL/MOTEL OCCUPANCY 2014 - 2016



2016 YTD AVG. 67% **SEPT. 2016 HIGH 91%**
2015 YTD AVG. 67% **SEPT. 2016 LOW 15%**
2014 YTD AVG. 66%

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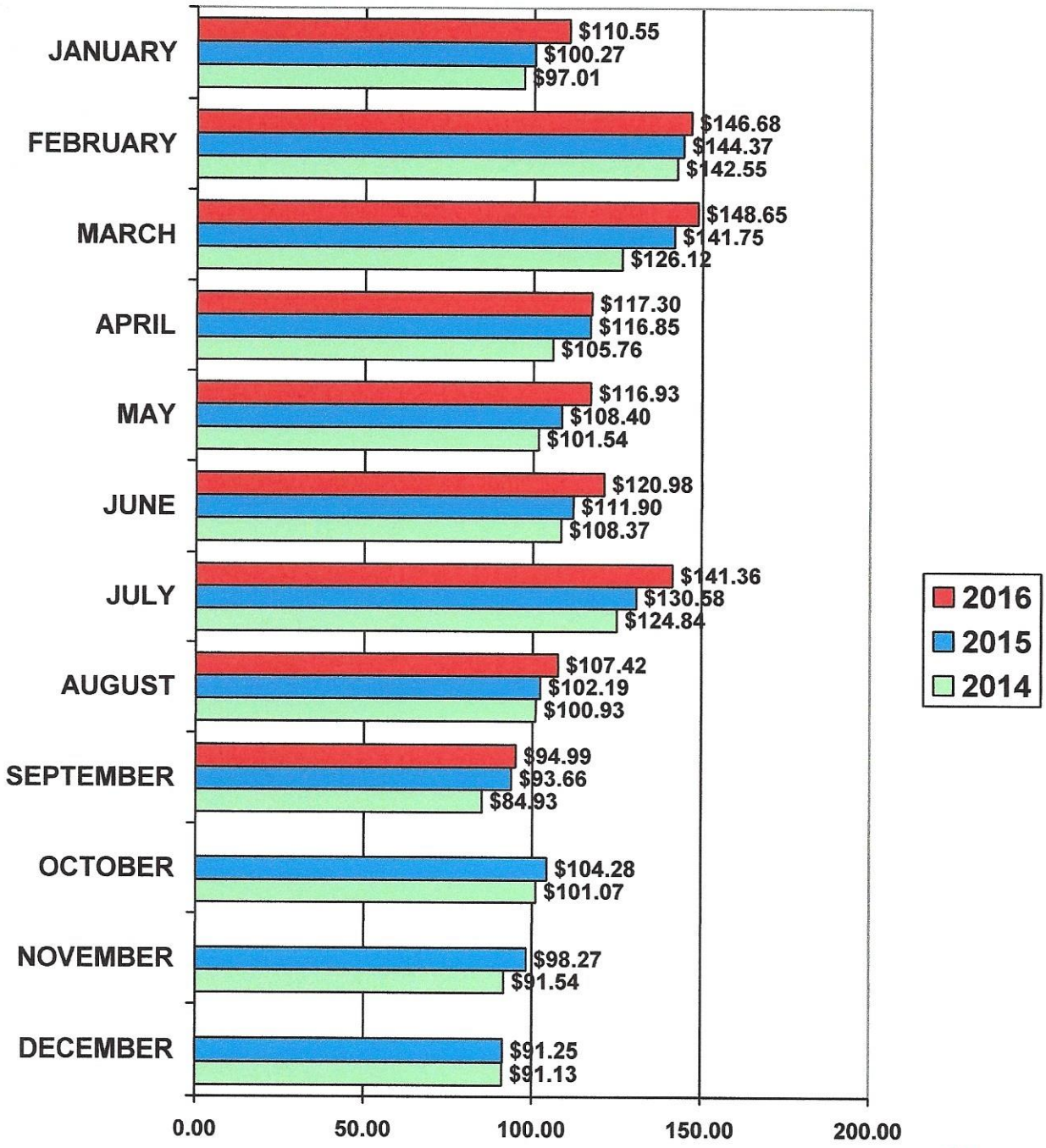
VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2014 - 2016



2016 YTD AVG. $127.92
2015 YTD AVG. $120.79
2014 YTD AVG. $114.14

SEPT. 2016 HIGH $199.97
SEPT. 2016 LOW $ 48.22

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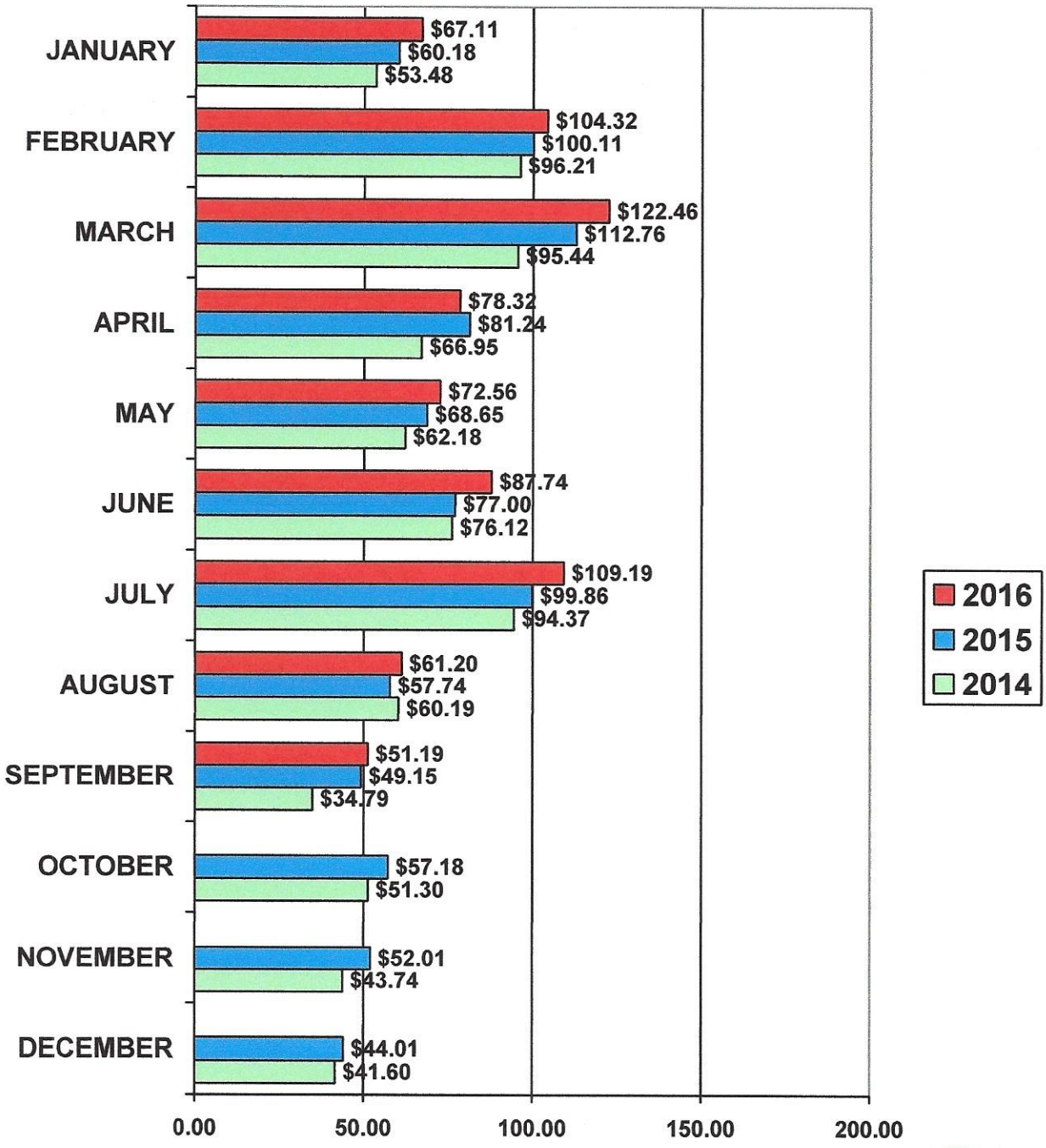
VOLUSIA HOTEL/MOTEL
REV PAR BY MONTH 2014 - 2016



2016 YTD AVG. $84.24
2015 YTD AVG. $78.63
2014 YTD AVG. $75.35

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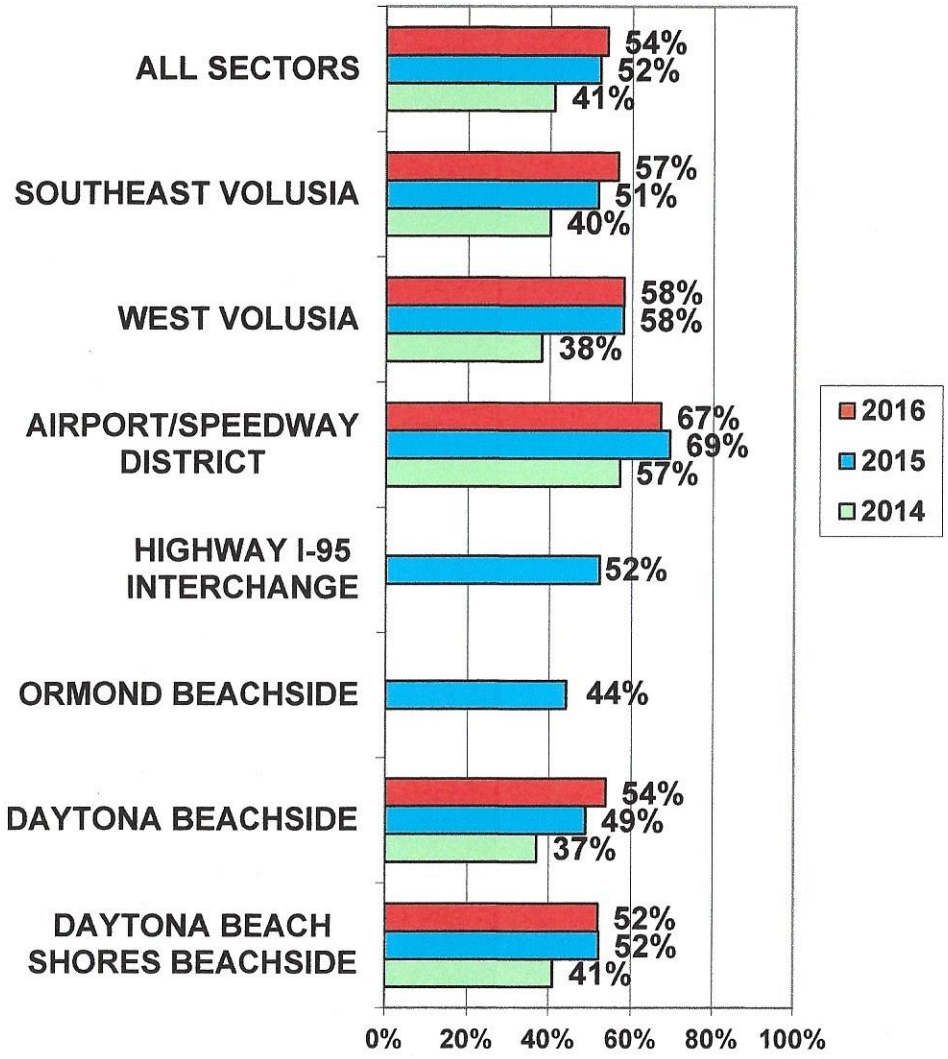
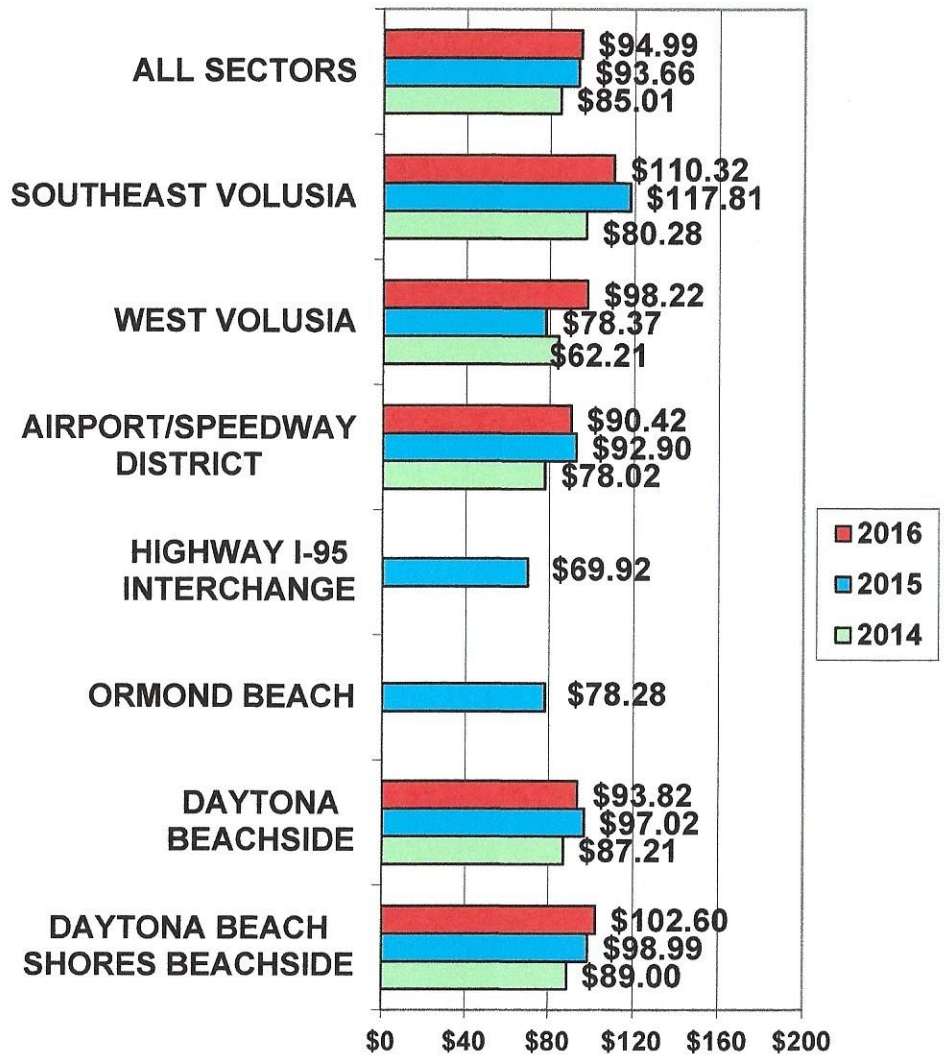
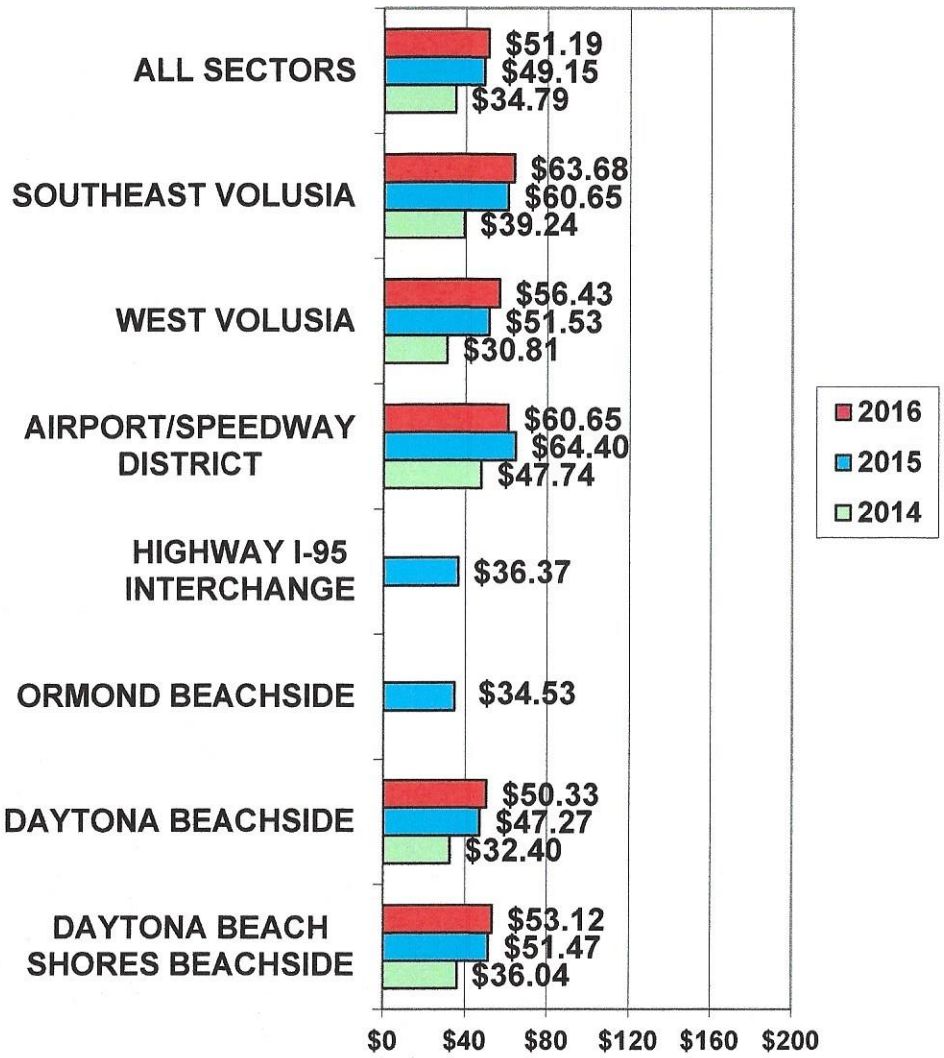
VOLUSIA OCCUPANCY BY AREA SECTORS - SEPTEMBER 2014 - 2016



VOLUSIA AVERAGE DAILY RATE BY AREA SECTORS - SEPTEMBER 2014 - 2016

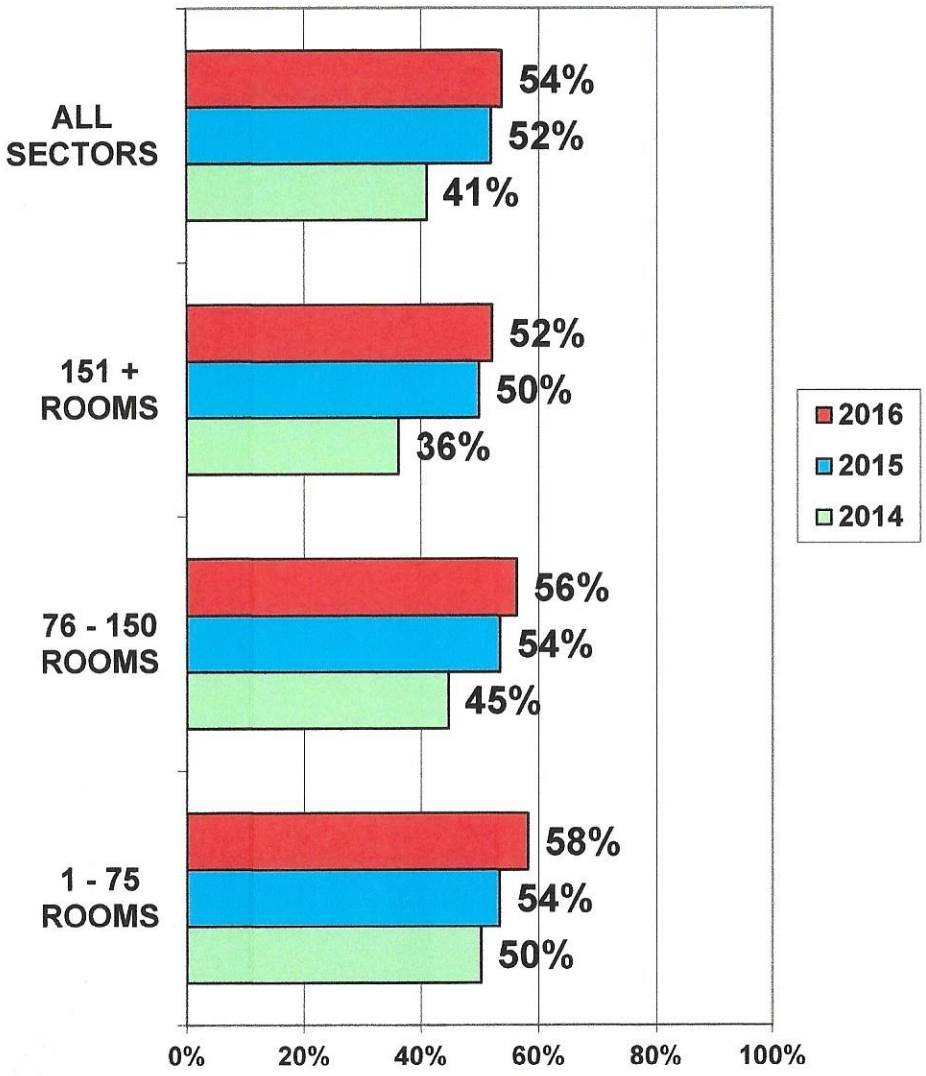


VOLUSIA REV PAR BY AREA SECTORS - SEPTEMBER 2014 - 2016

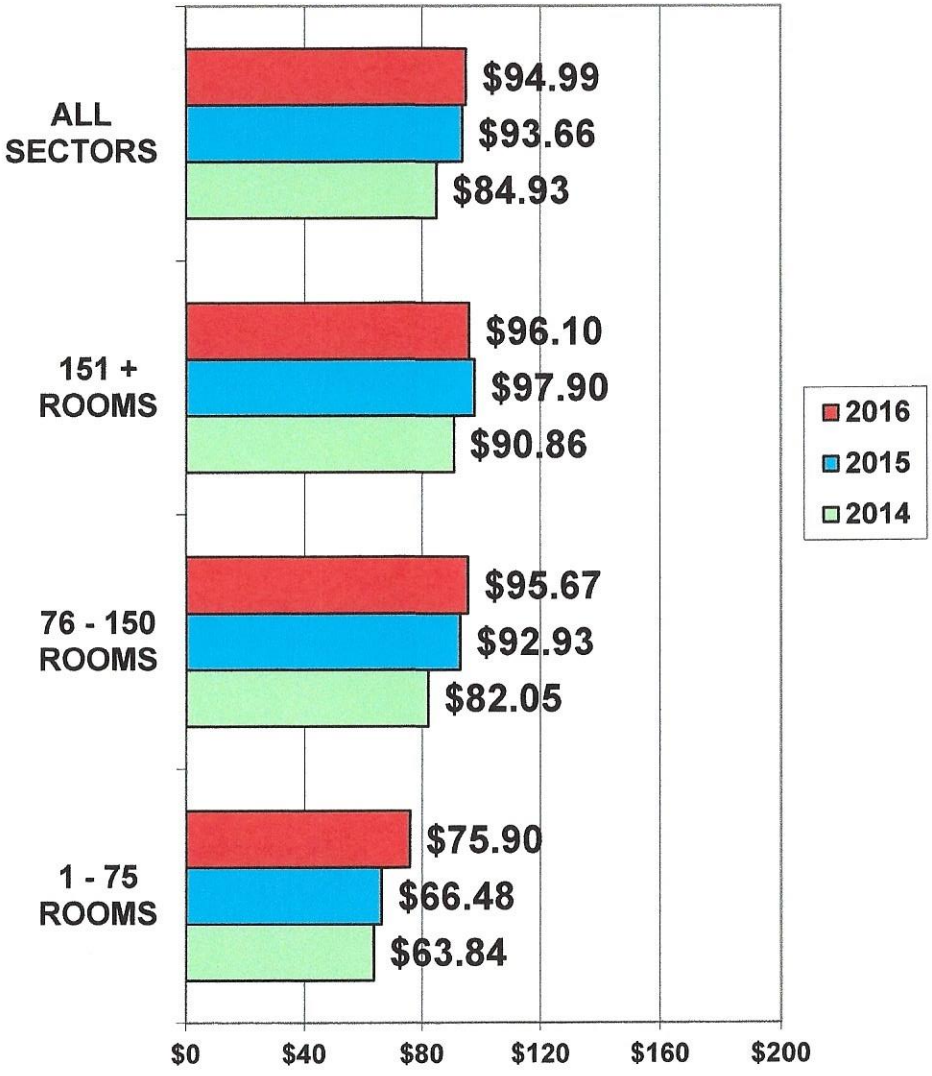


AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.

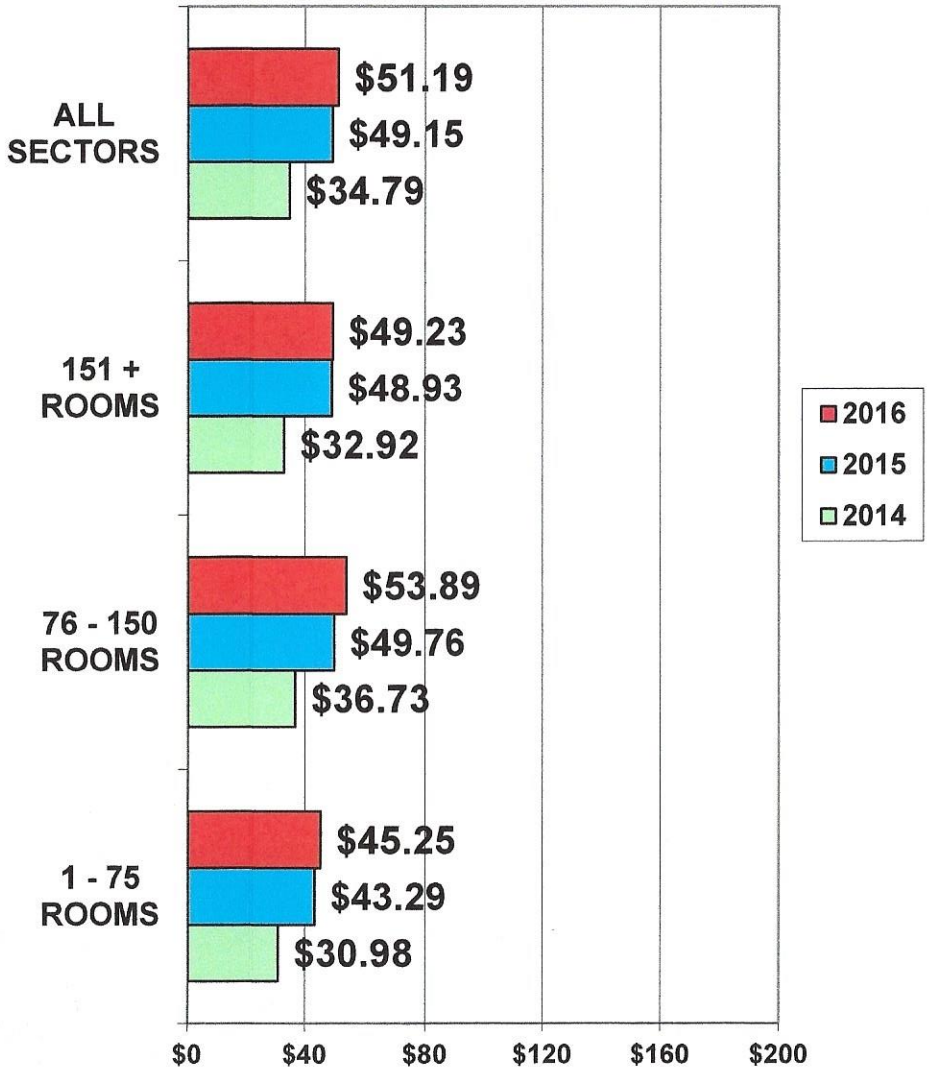
VOLUSIA OCCUPANCY BY PROPERTY SIZE - SEPTEMBER 2014 - 2016



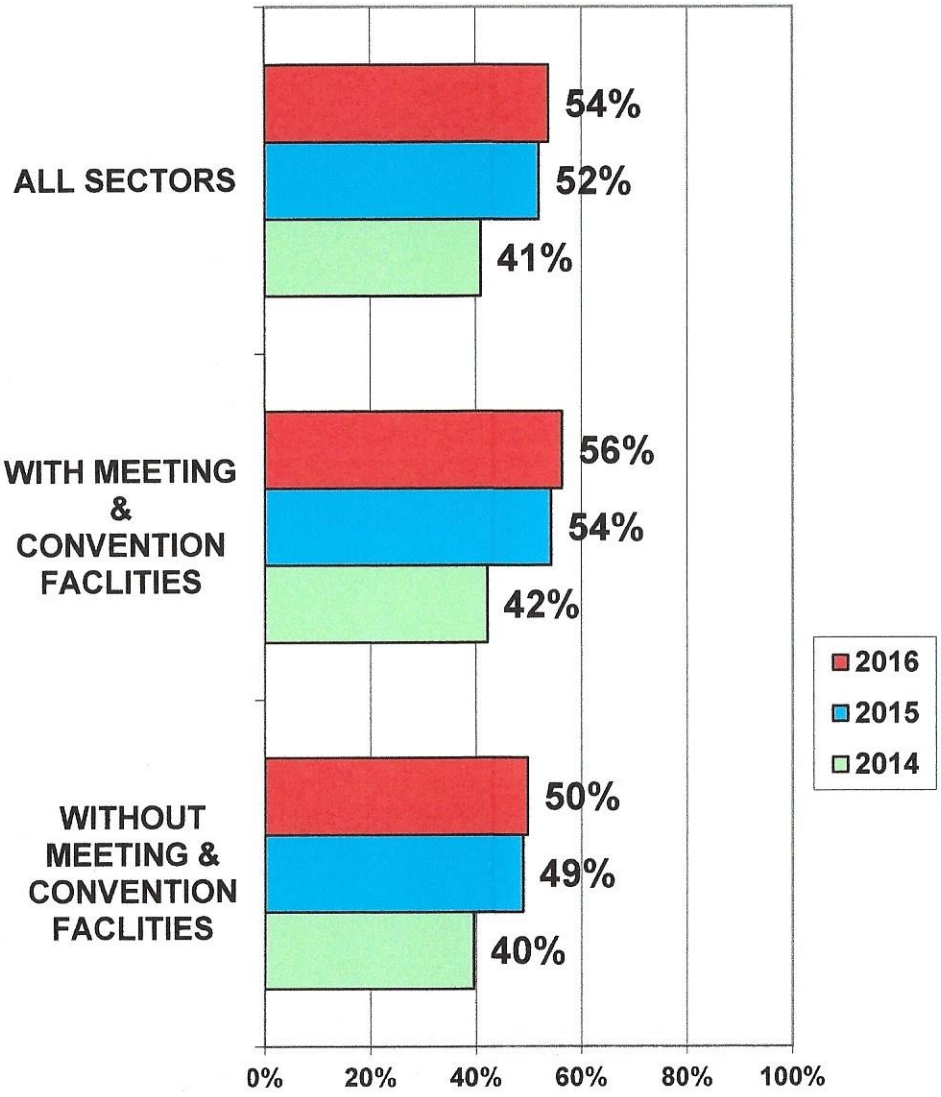
VOLUSIA AVERAGE DAILY RATE BY PROPERTY SIZE - SEPTEMBER 2014 - 2016



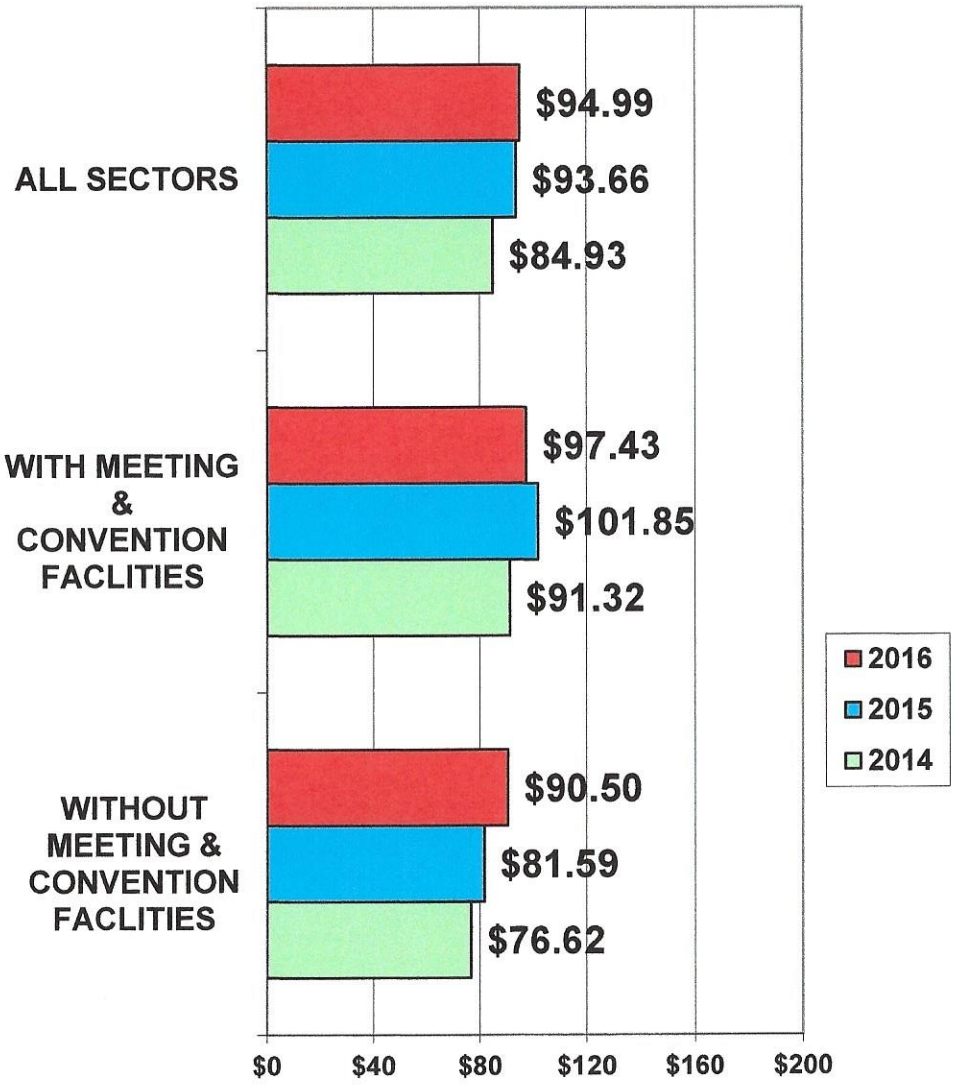
VOLUSIA REV PAR BY PROPERTY SIZE - SEPTEMBER 2014 - 2016



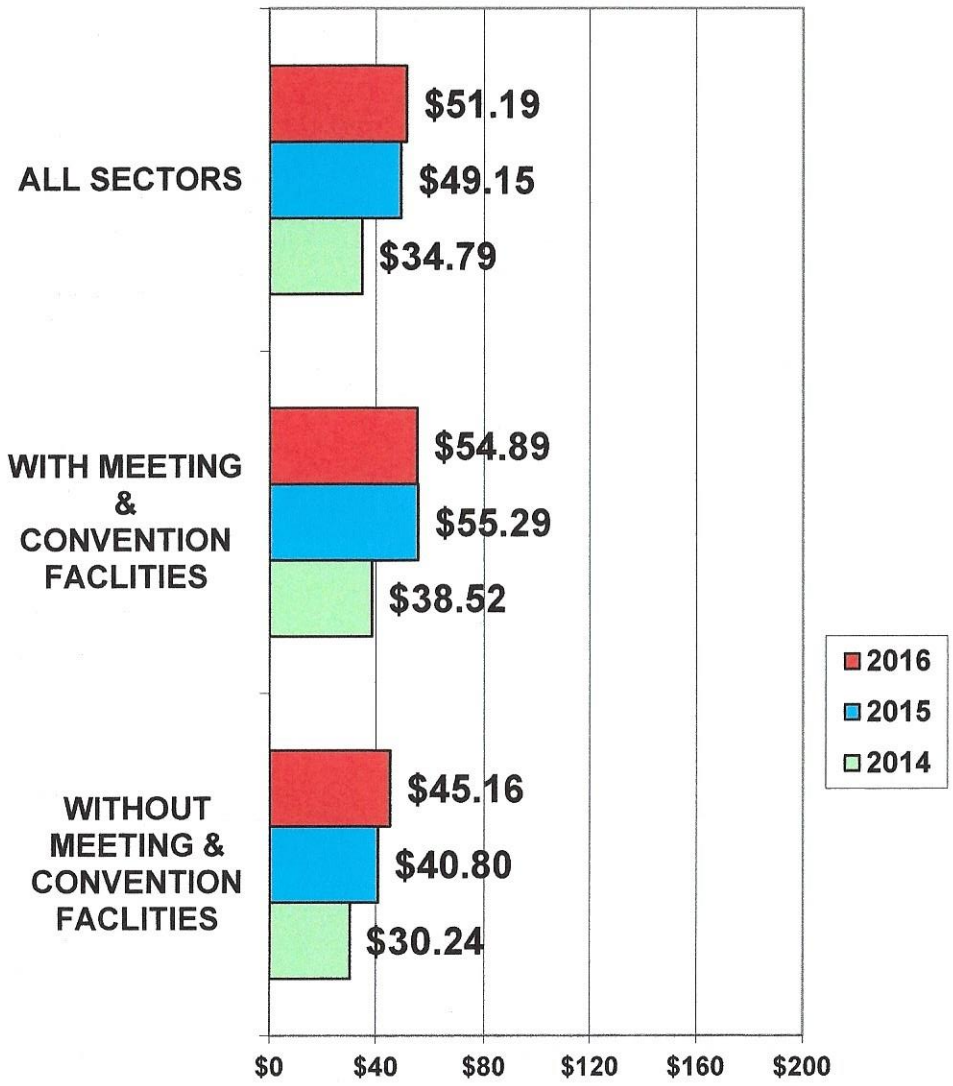
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - SEPTEMBER 2014 - 2016



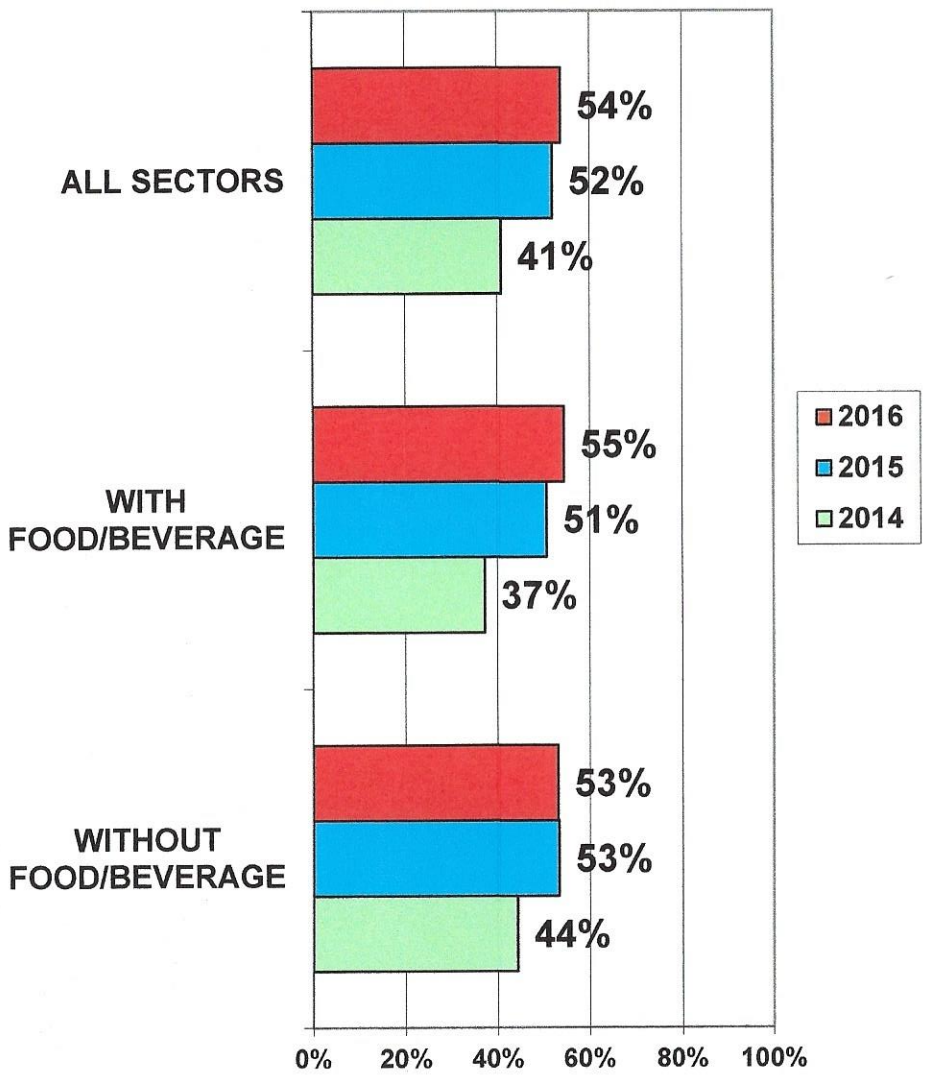
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - SEPTEMBER 2014 - 2016



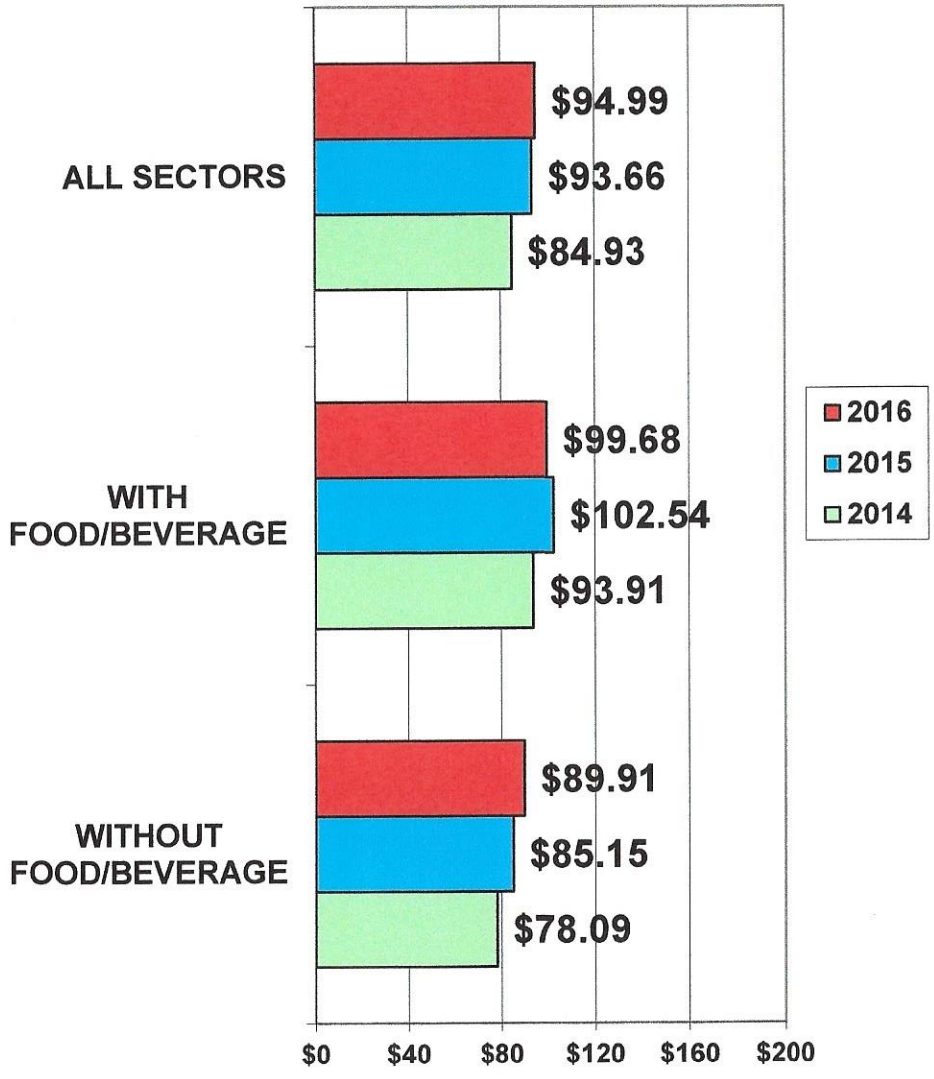
VOLUSIA REV PAR
BY MEETING & CONVENTION
FACILITIES - SEPTEMBER 2014 - 2016



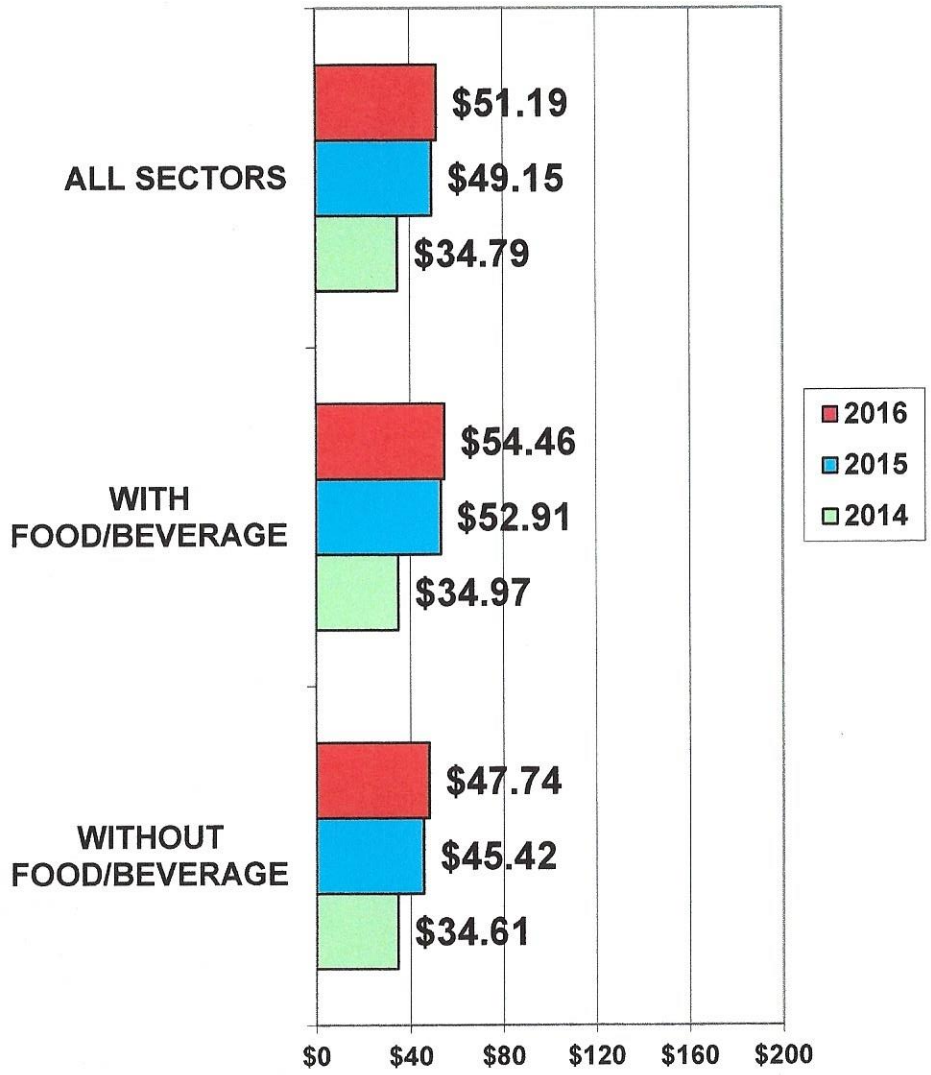
VOLUSIA OCCUPANCY BY FOOD/BEVERAGE - SEPTEMBER 2014 - 2016



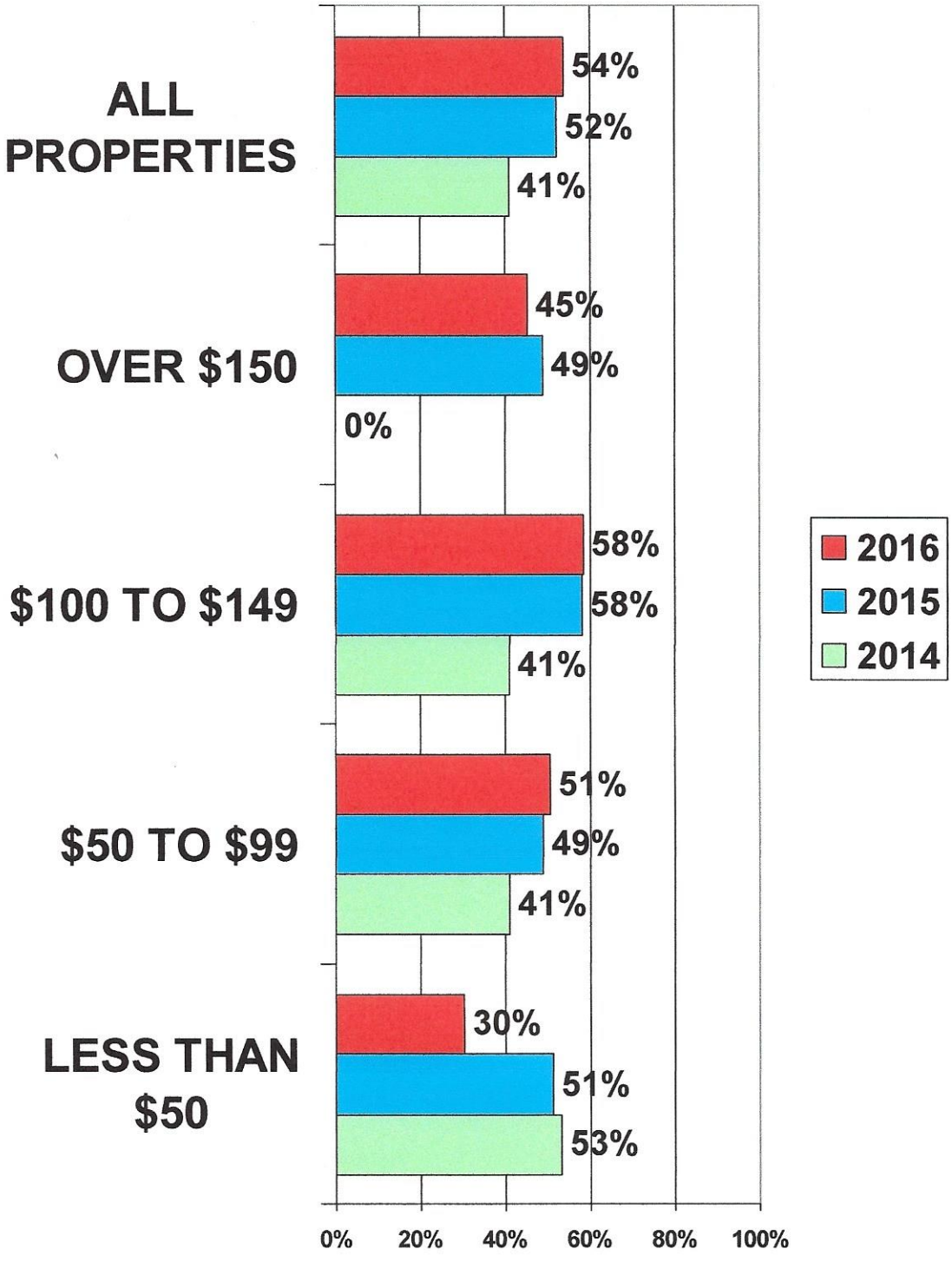
VOLUSIA AVERAGE DAILY RATE BY FOOD/BEVERAGE SEPTEMBER 2014 - 2016



VOLUSIA REV PAR BY FOOD/BEVERAGE SEPTEMBER 2014 - 2016



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



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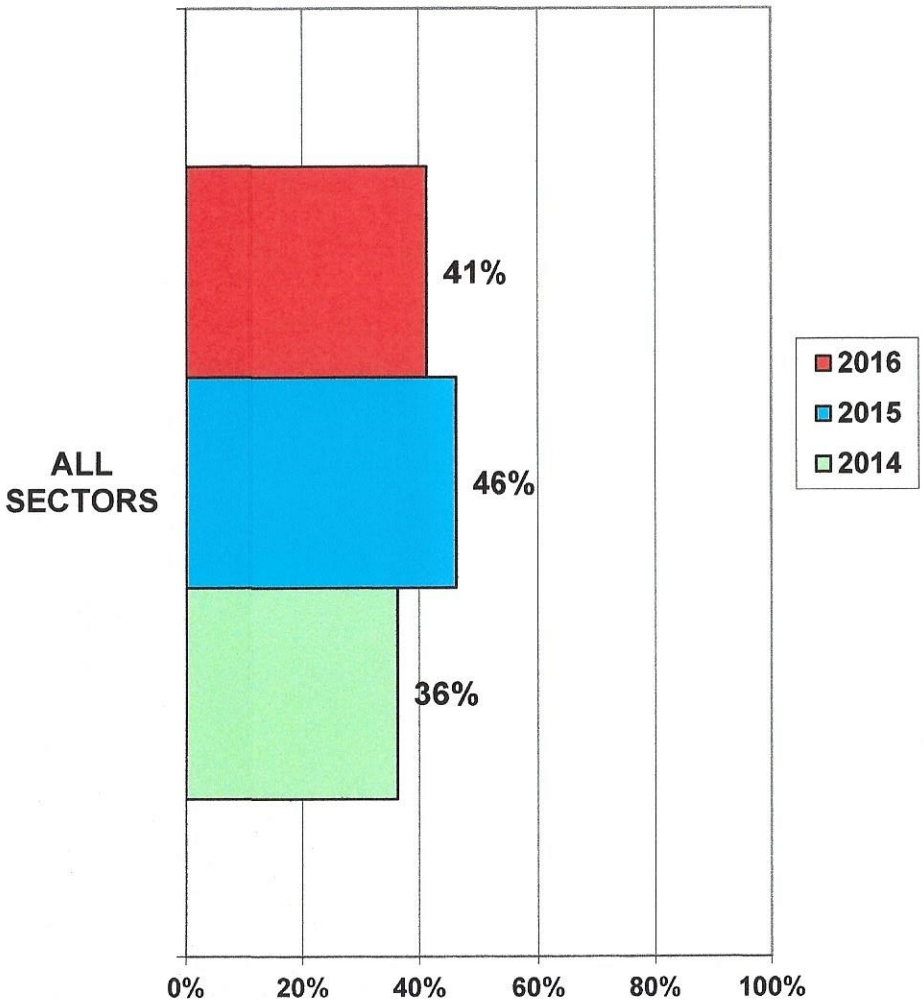
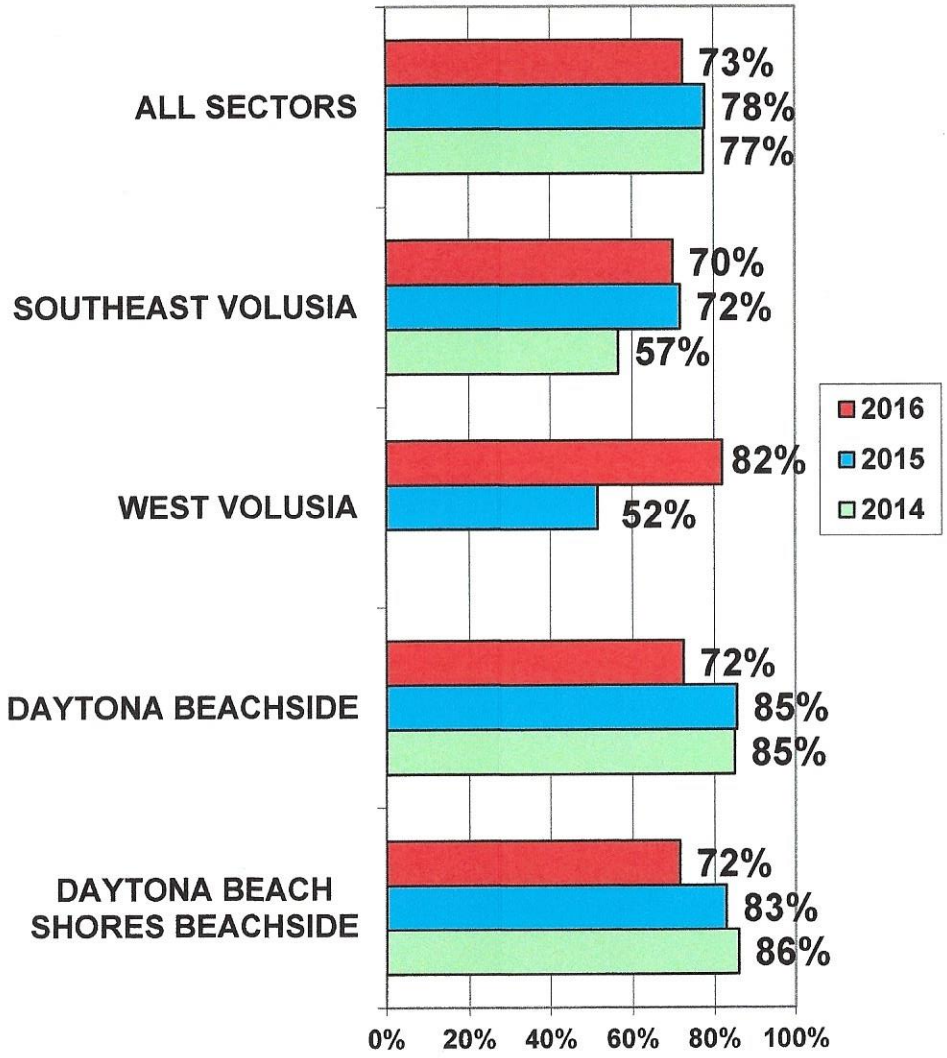
VOLUSIA OCCUPANCY BY CONDO/TIMESHARES - SEPTEMBER 2014 - 2016

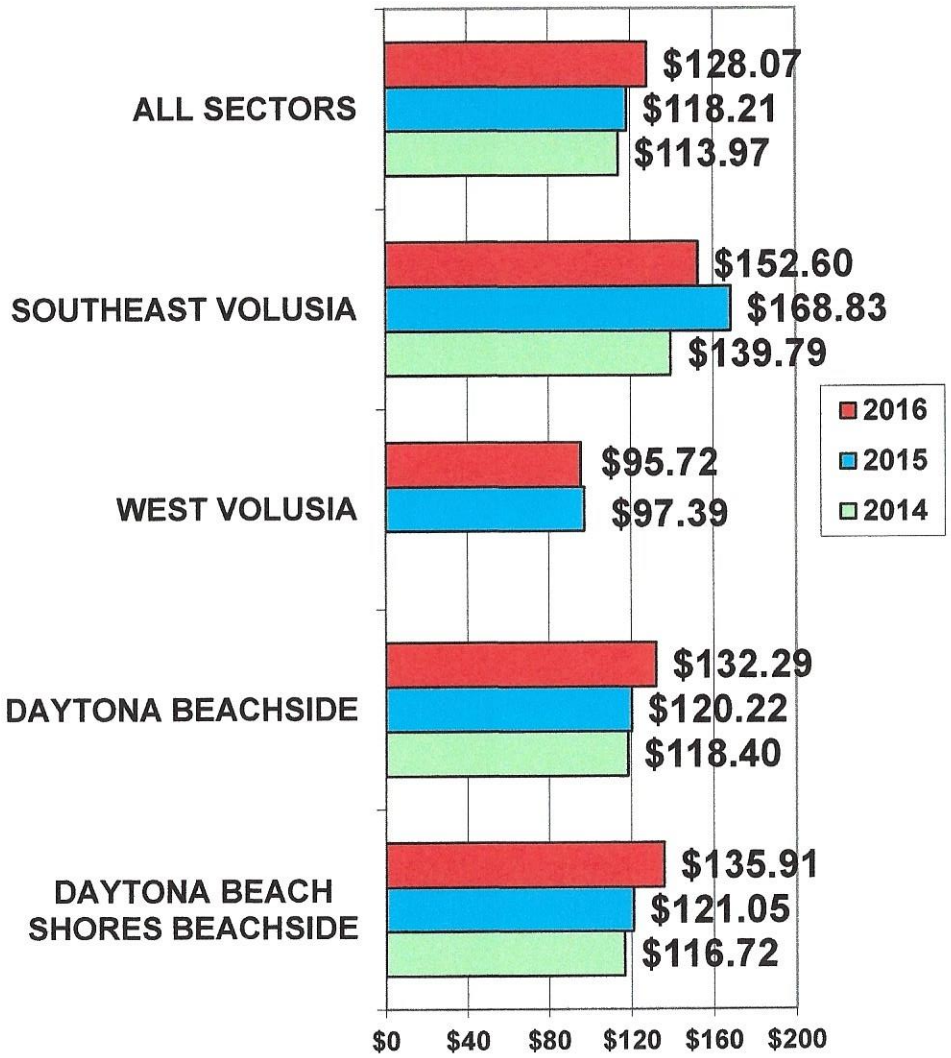


VOLUSIA AVERAGE DAILY RATE BY CONDO/TIMESHARES - SEPTEMBER 2014 - 2016

VOLUSIA OCCUPANCY BY AREA SECTORS - LABOR DAY WEEKEND 2014 - 2016



VOLUSIA OCCUPANCY BY AREA SECTORS - LABOR DAY WEEKEND 2014 - 2016



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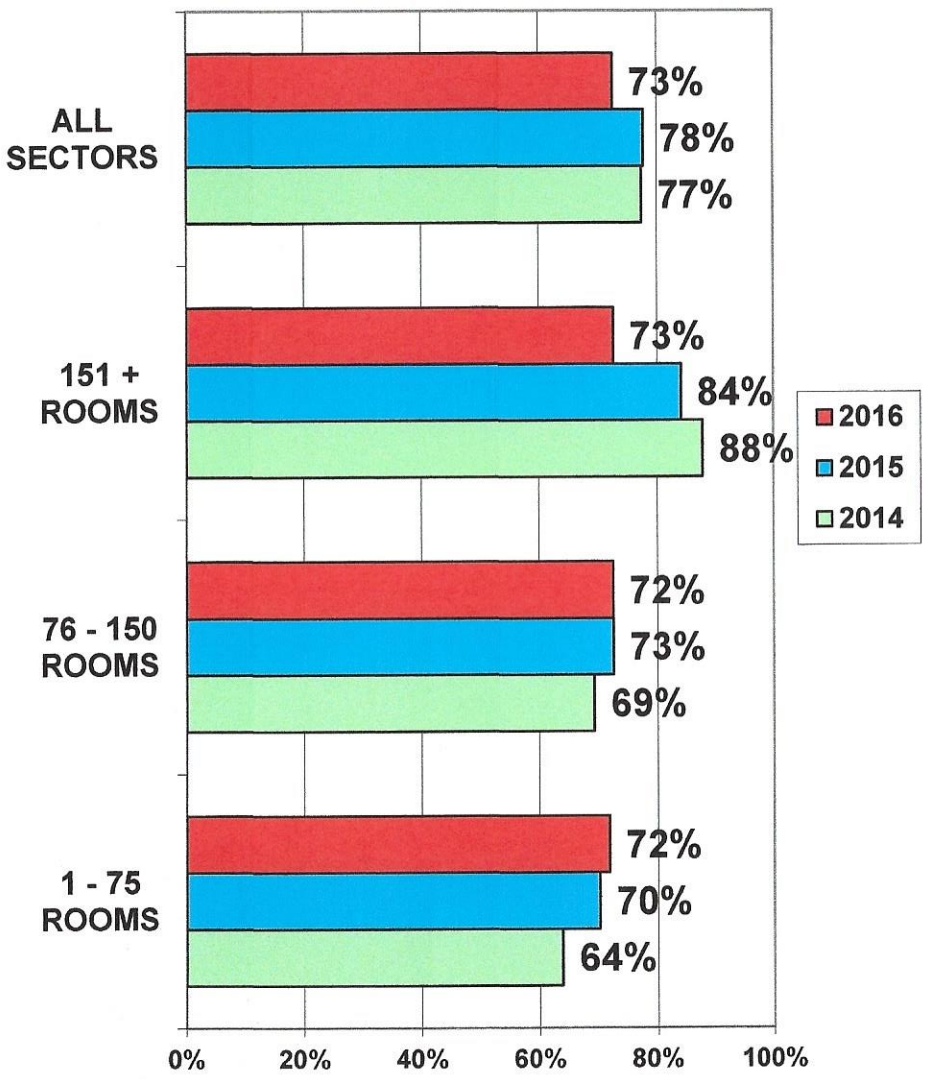
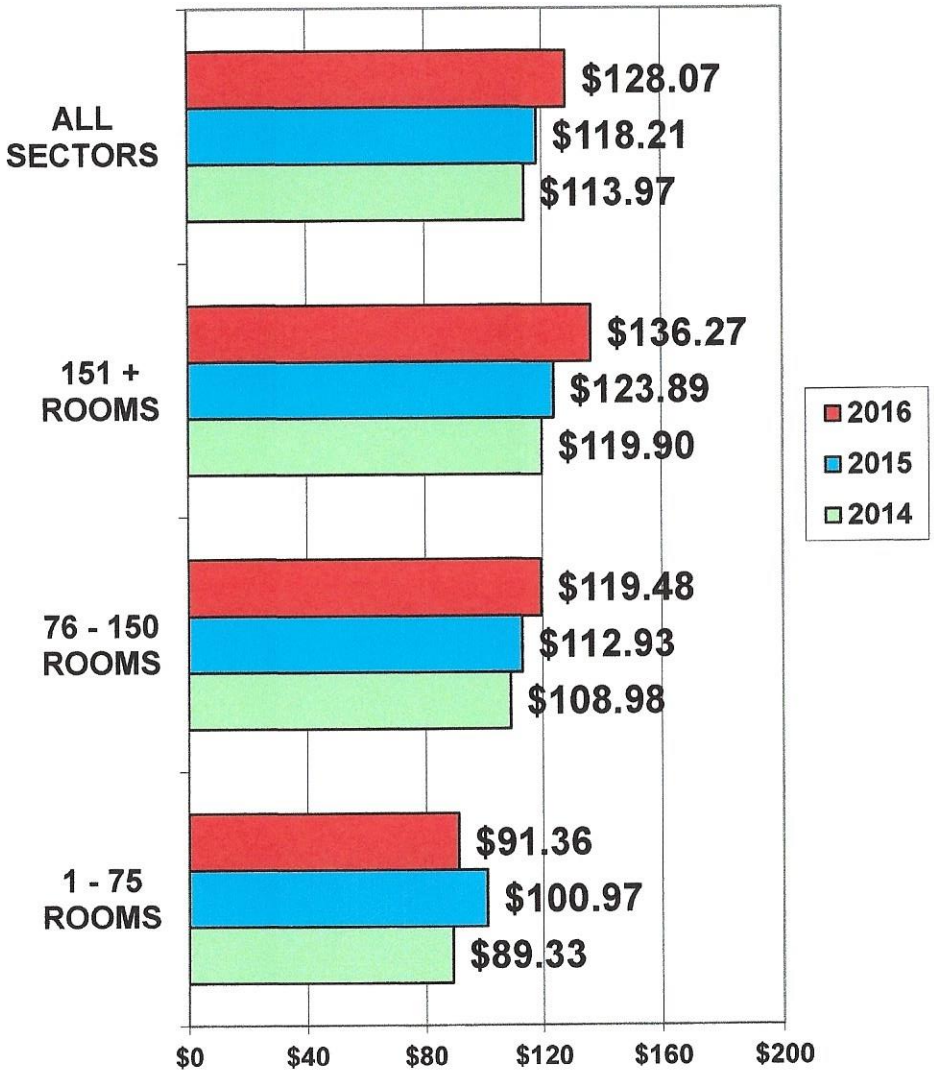
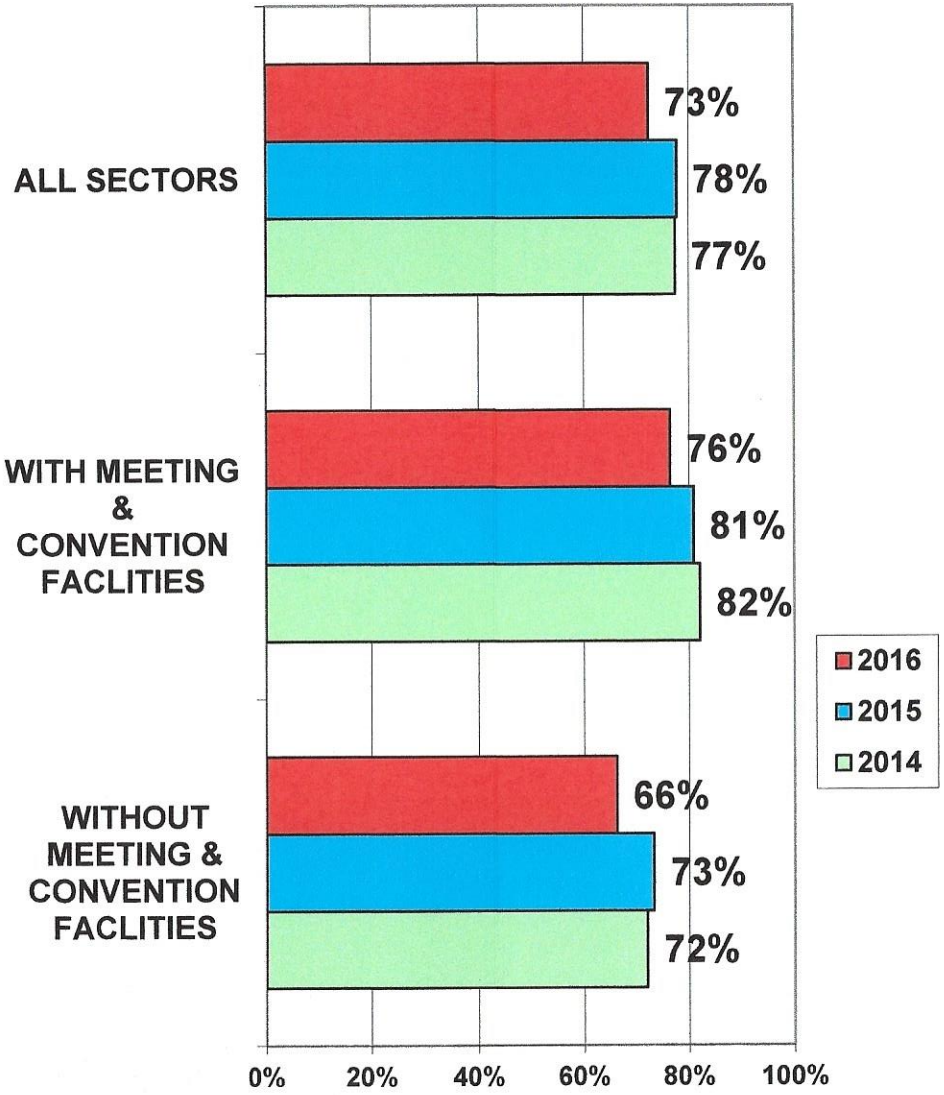
VOLUSIA OCCUPANCY BY PROPERTY SIZE - LABOR DAY WEEKEND 2014 - 2016



VOLUSIA AVERAGE DAILY RATE BY PROPERTY SIZE - LABOR DAY WEEKEND 2014 - 2016



VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - LABOR DAY WEEKEND 2014 - 2016



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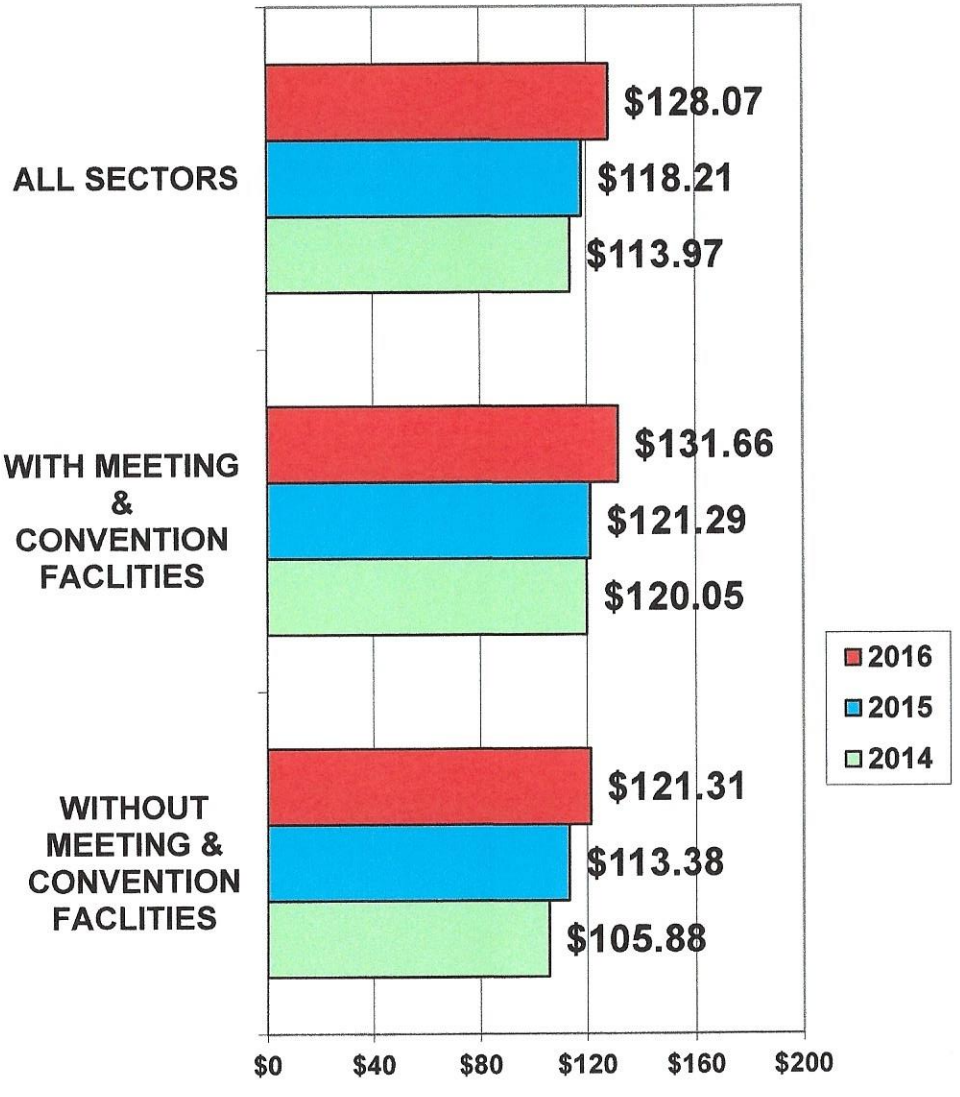
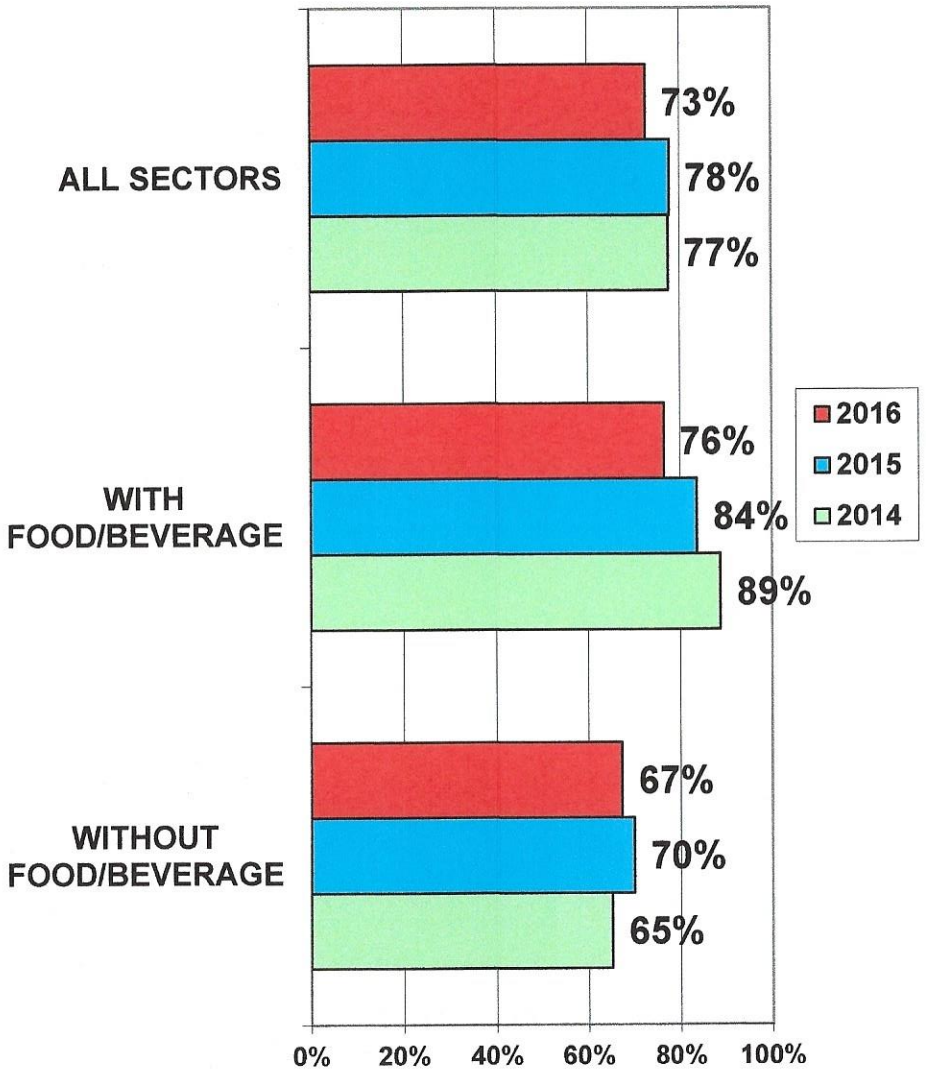
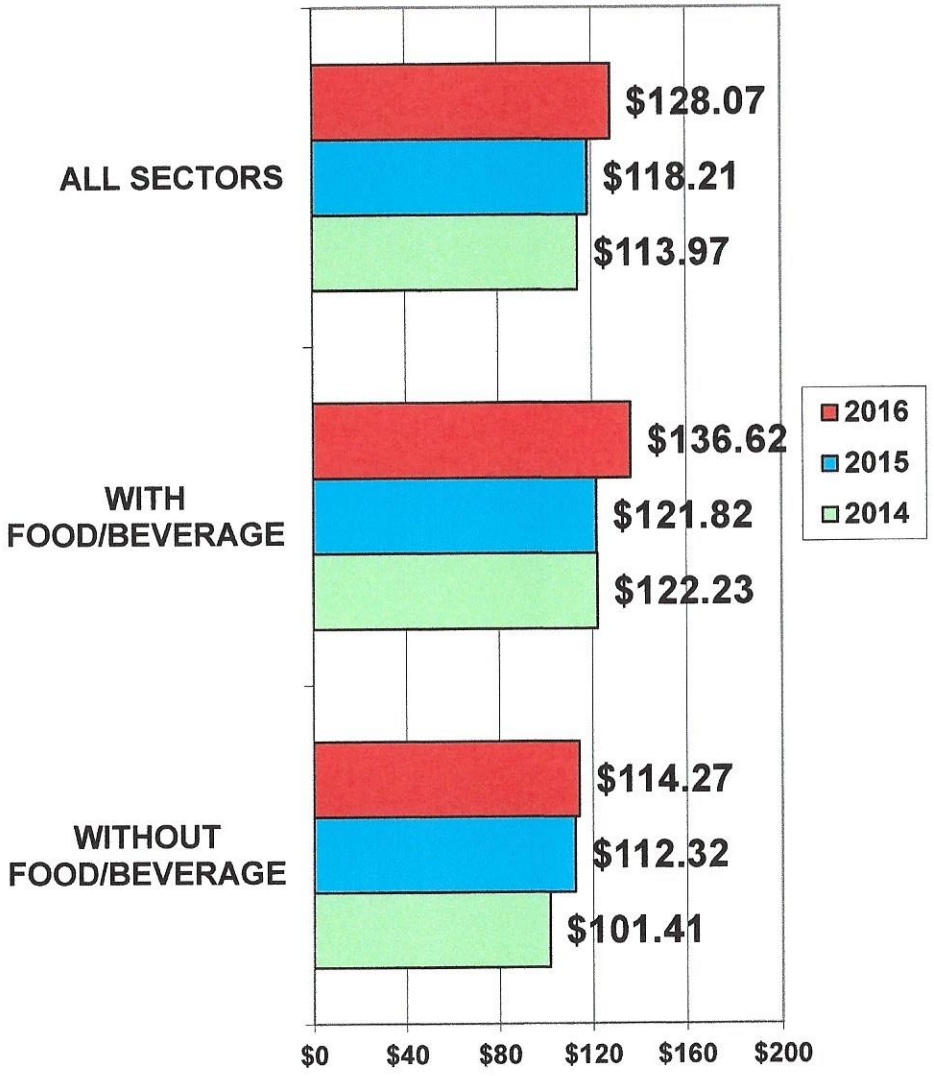


VOLUSIA OCCUPANCY BY FOOD/BEVERAGE - LABOR DAY WEEKEND 2014 - 2016



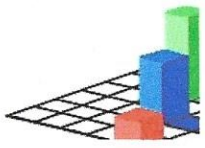
VOLUSIA AVERAGE DAILY RATE BY FOOD/BEVERAGE LABOR DAY WEEKEND 2014 - 2016



PARTICIPATING PROPERTIES
BY AREA SECTOR

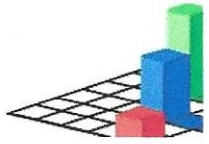
MONTHS REPORTING 2016

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



PARTICIPATING PROPERTIES
BY AREA SECTOR

MONTHS REPORTING 2016

	RMS	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
ORMOND BEACHSIDE													
ATLANTIC COVE MOTEL	97			X									
BEST WESTERN CASTILLO DEL SOL	147	X	X	X	X	X	X	X	X	X			
CORAL SANDS OCEAN FRONT	102	X	X	X	X	X	X	X	X				
COVE ON ORMOND BEACH	112	X	X	X	X	X	X	X	X	X			
MAKAI BEACH LODGE	109	X	X	X	X	X	X	X	X	X			
HIGHWAY I-95 INTERSECTIONS													
BEST WESTERN SPEEDWAY	151	X	X	X	X	X	X	X	X	X			
*COUNTRY INN & SUITES PORT ORANGE	87	X	X	X	X	X	X	X	X	X			
HAMPTON INN - ORMOND BEACH	84	X	X	X	X	X	X	X	X				
HOWARD JOHNSON DESTINATION DAYTONA	79	X	X	X	X	X	X	X	X	X			
SLEEP INN	82	X	X	X	X	X	X	X	X	X			
AIRPORT/SPEEDWAY DISTRICT													
DAYTONA BEACH COURTYARD	122	X	X	X	X	X	X	X	X	X			
DAYTONA BEACH RESIDENCE INN	122	X	X	X	X	X	X	X	X	X			
HAMPTON INN AIRPORT	122	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			
HOMEWOOD SUITES	94	X		X	X	X	X	X		X			
QUALITY INN DAYTONA	64	X	X	X	X	X	X	X	X	X			
WEST VOLUSIA													
ALLING HOUSE BED AND BREAKFAST ORANGE CITY	8	X	X	X	X	X	X	X	X	X			
ARTISAN DOWNTOWN	8									X			
DAYS INN ORANGE CITY	37	X	X	X			X	X	X	X			
HAMPTON INN DEBARY	76	X	X	X	X	X	X	X	X	X			
HAMPTON INN DELAND	112	X	X	X	X	X	X	X	X	X			
HONTOON LANDING	18	X	X	X	X	X	X	X	X	X			
SE VOLUSIA													
BEST WESTERN HOTEL	101	X	X	X	X	X	X	X	X	X			
COASTAL WATERS INN	40	X	X	X	X	X	X	X	X	X			
*COUNTRY INN & SUITES PORT ORANGE	87	X	X	X	X	X	X	X	X	X			
HAMPTON INN	112	X	X	X	X	X	X	X	X	X			
INN ON THE AVENUE	6	X	X		X	X	X		X	X			
OCEAN TRILLIUM SUITES	32	X	X	X	X	X	X	X	X	X			

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