

Memo

To: HAAA
From: Evelyn Fine
Date: May 31, 2016
Subject: April 2016 Occupancy & Average Daily Rate Report

Overall Daytona Beach Area Occupancy decreased about 5%, to 67% in April 2016 from 70% in April 2015.

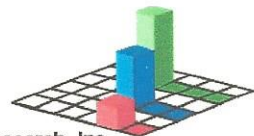
The Daytona Beach Area Average Daily decreased about 1%, to \$116.23 in April 2016 from \$117.30 in April 2015.

The Daytona Beach Area Revenue per Available Room decreased about 6%, to \$77.30 in April 2016 from \$81.94 in April 2015.

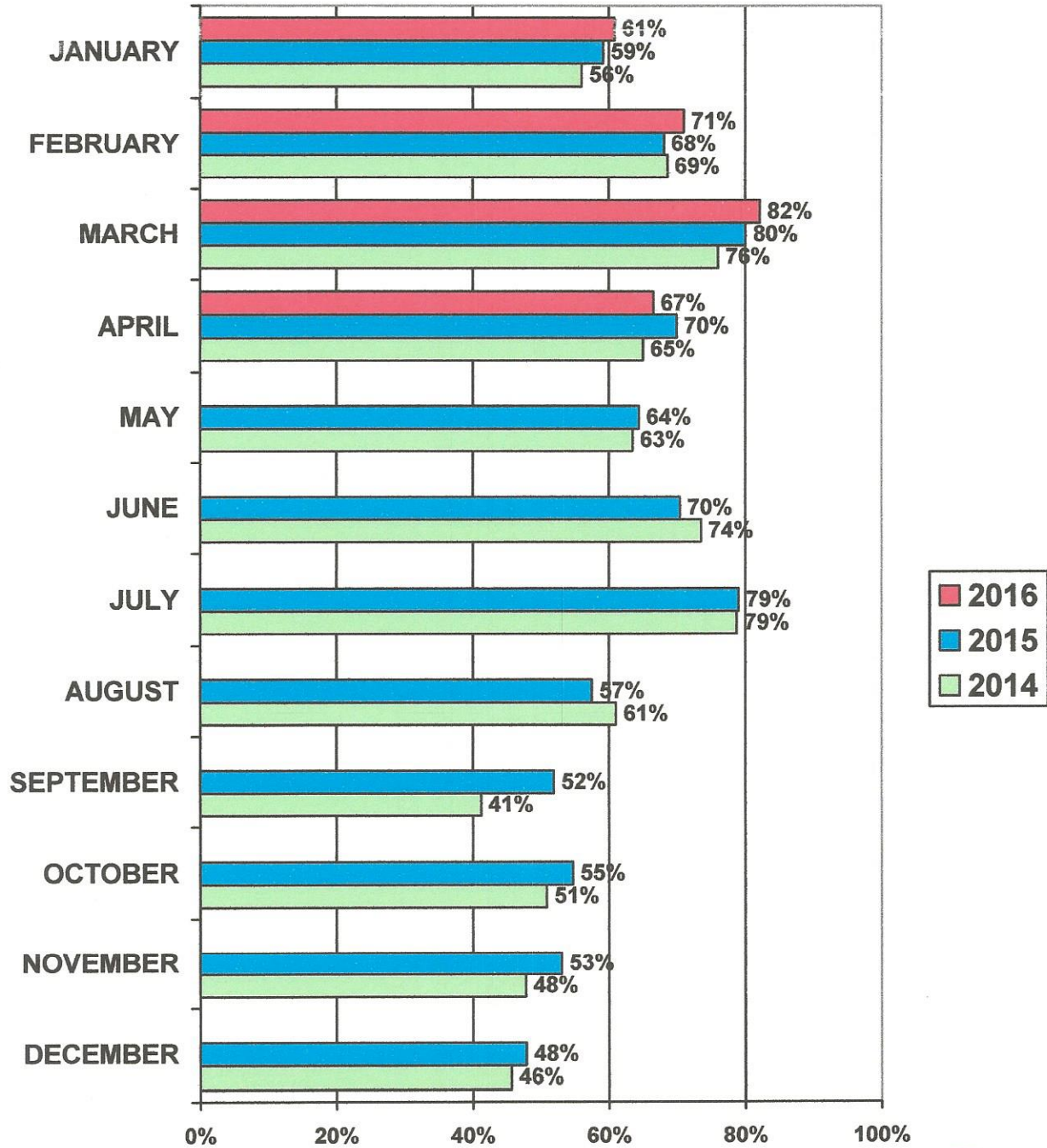
Easter was in March this year, while Easter fell in April in 2015 and elevated the Occupancy and Average Daily Rate for April 2015.

Jeep Beach and the National Cheerleading Association were contributing factors to the overall occupancy and average daily rate during the month of April 2016.

EF/LT



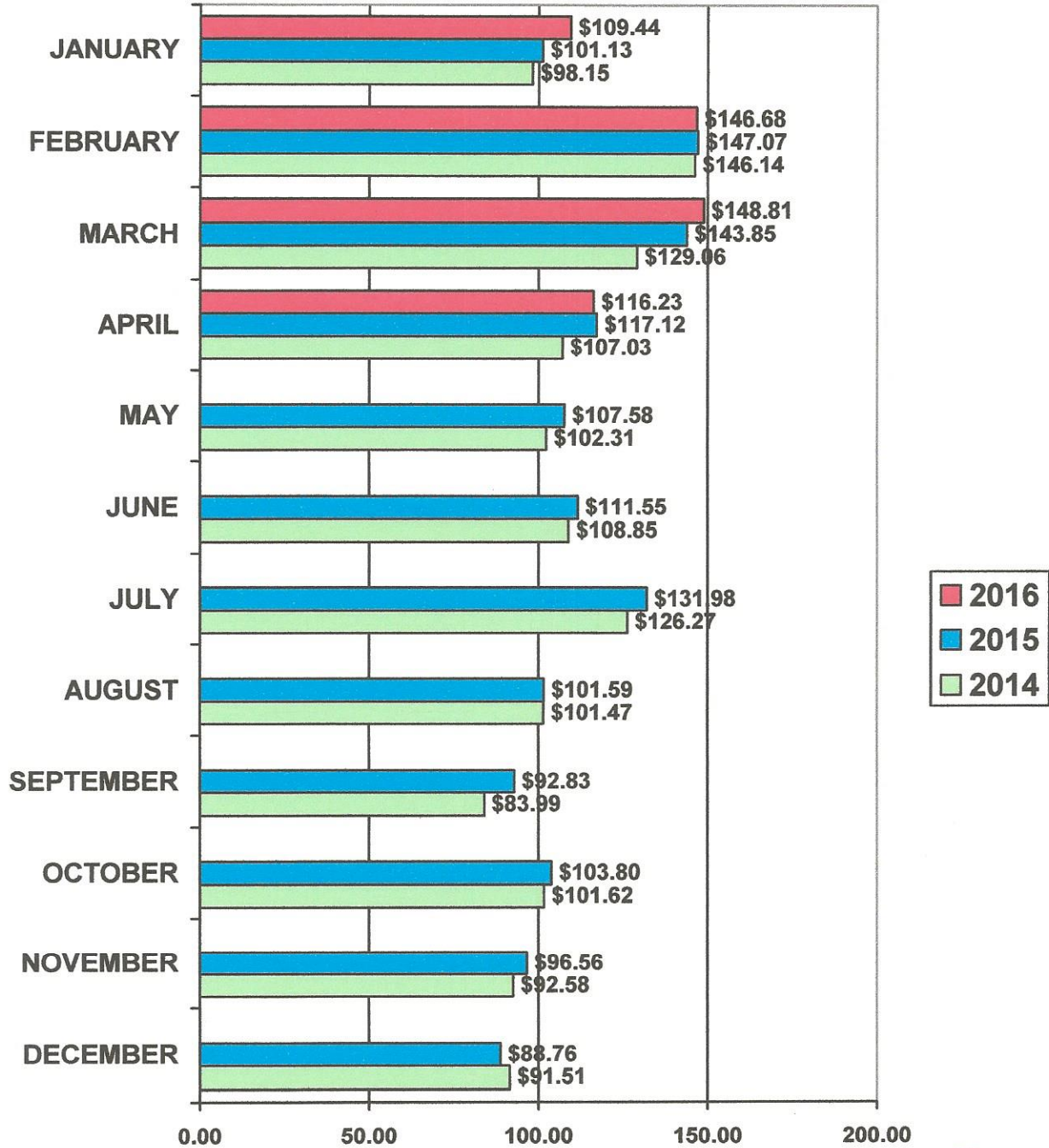
DAYTONA BEACH HOTEL/MOTEL OCCUPANCY 2014 - 2016



2016 YTD AVG. 70% **APR. 2016 HIGH 100%**
2015 YTD AVG. 69% **APR. 2016 LOW 21%**
2014 YTD AVG. 67%



DAYTONA BEACH HOTEL/MOTEL AVERAGE DAILY RATE 2014 - 2016

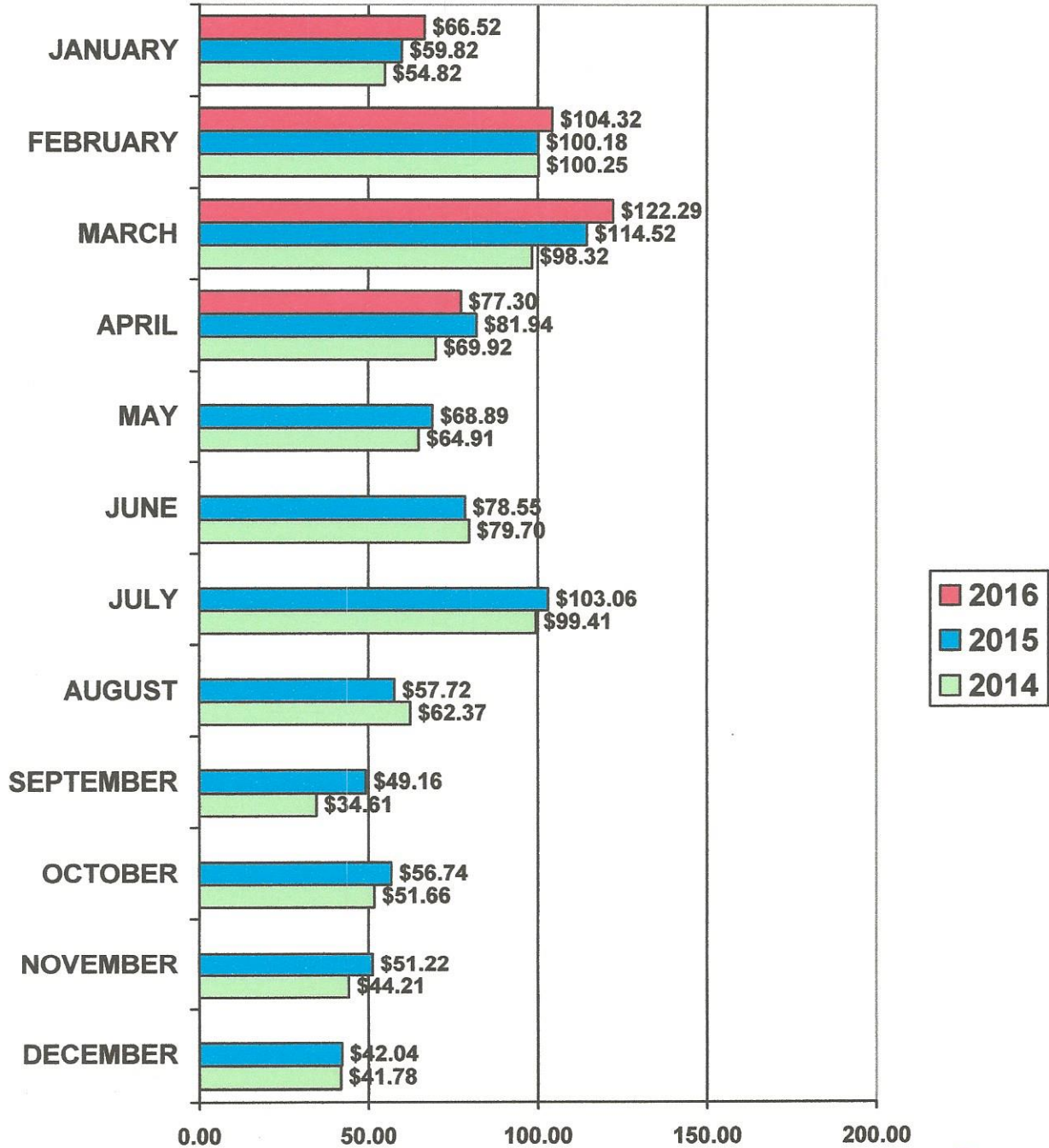


2016 YTD AVG. \$132.33 MAR. 2016 HIGH \$232.05
 2015 YTD AVG. \$128.51 MAR. 2016 LOW \$ 66.77
 2014 YTD AVG. \$120.68

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

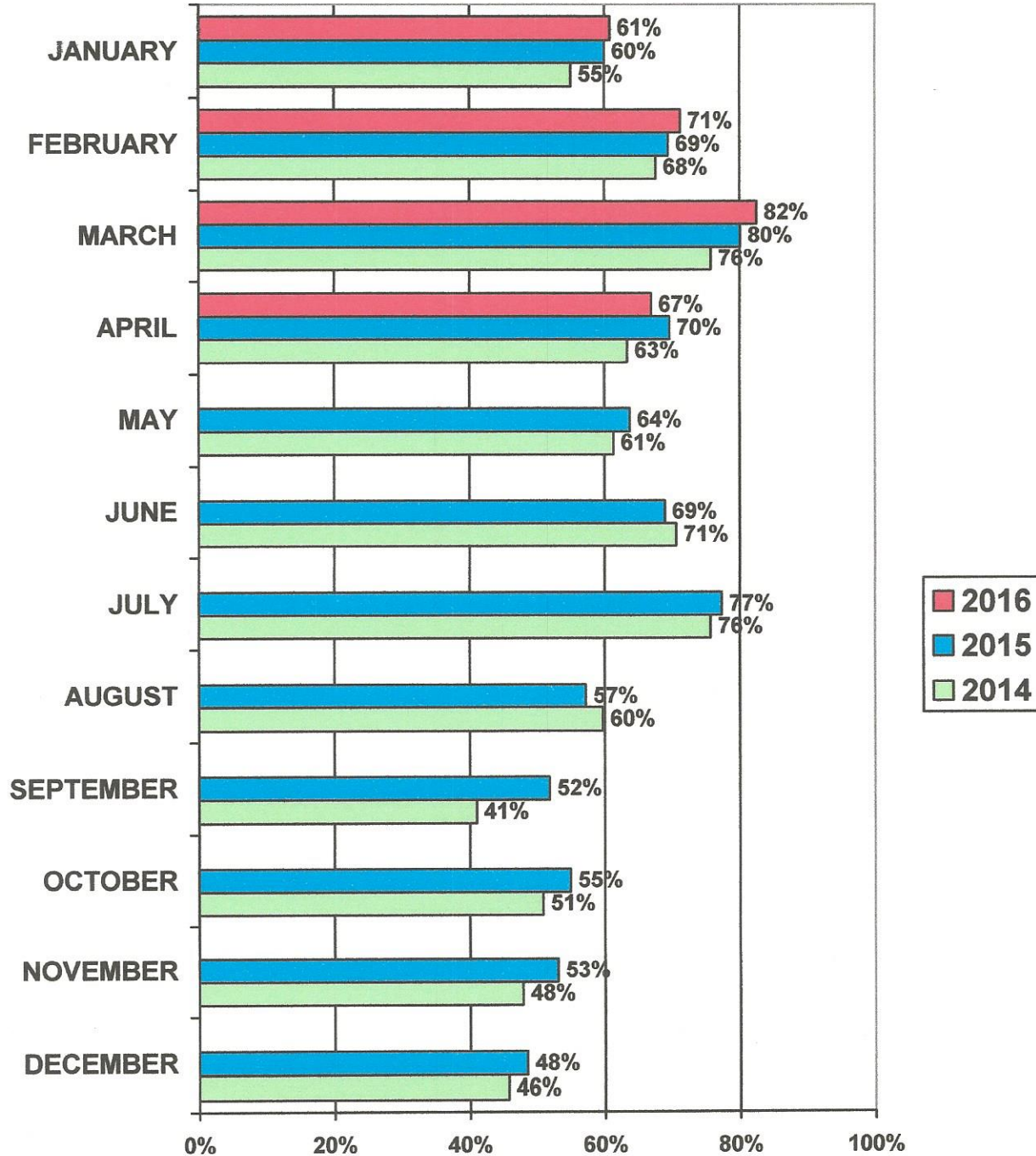


2016 YTD AVG. \$93.03
 2015 YTD AVG. \$88.35
 2014 YTD AVG. \$80.27

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VOLUSIA HOTEL/MOTEL OCCUPANCY 2014 - 2016

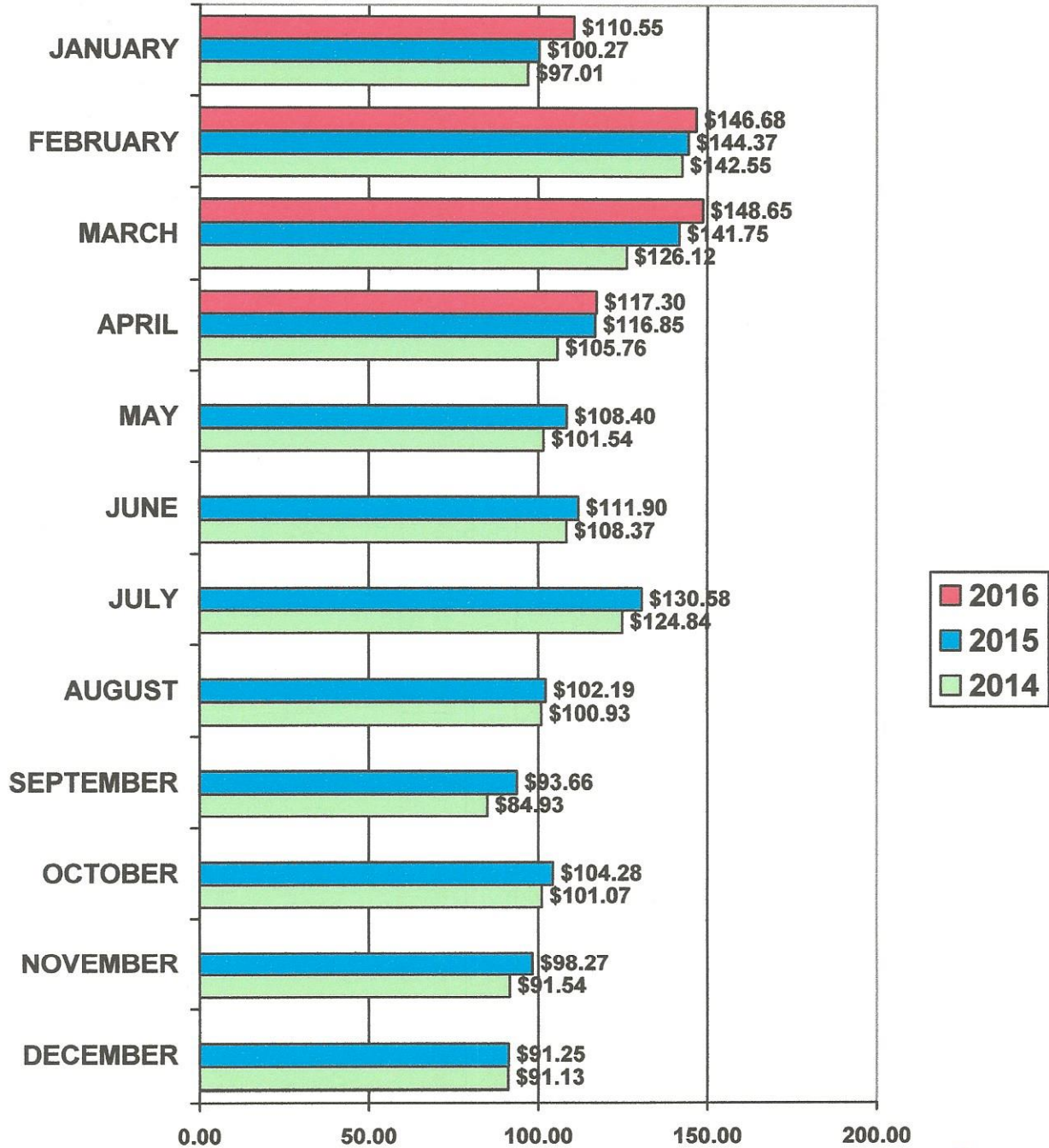


2016 YTD AVG. 70% APR. 2016 HIGH 94%
 2015 YTD AVG. 70% APR. 2016 LOW 21%
 2014 YTD AVG. 65%

Mid-Florida Marketing & Research, Inc.



VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2014 - 2016



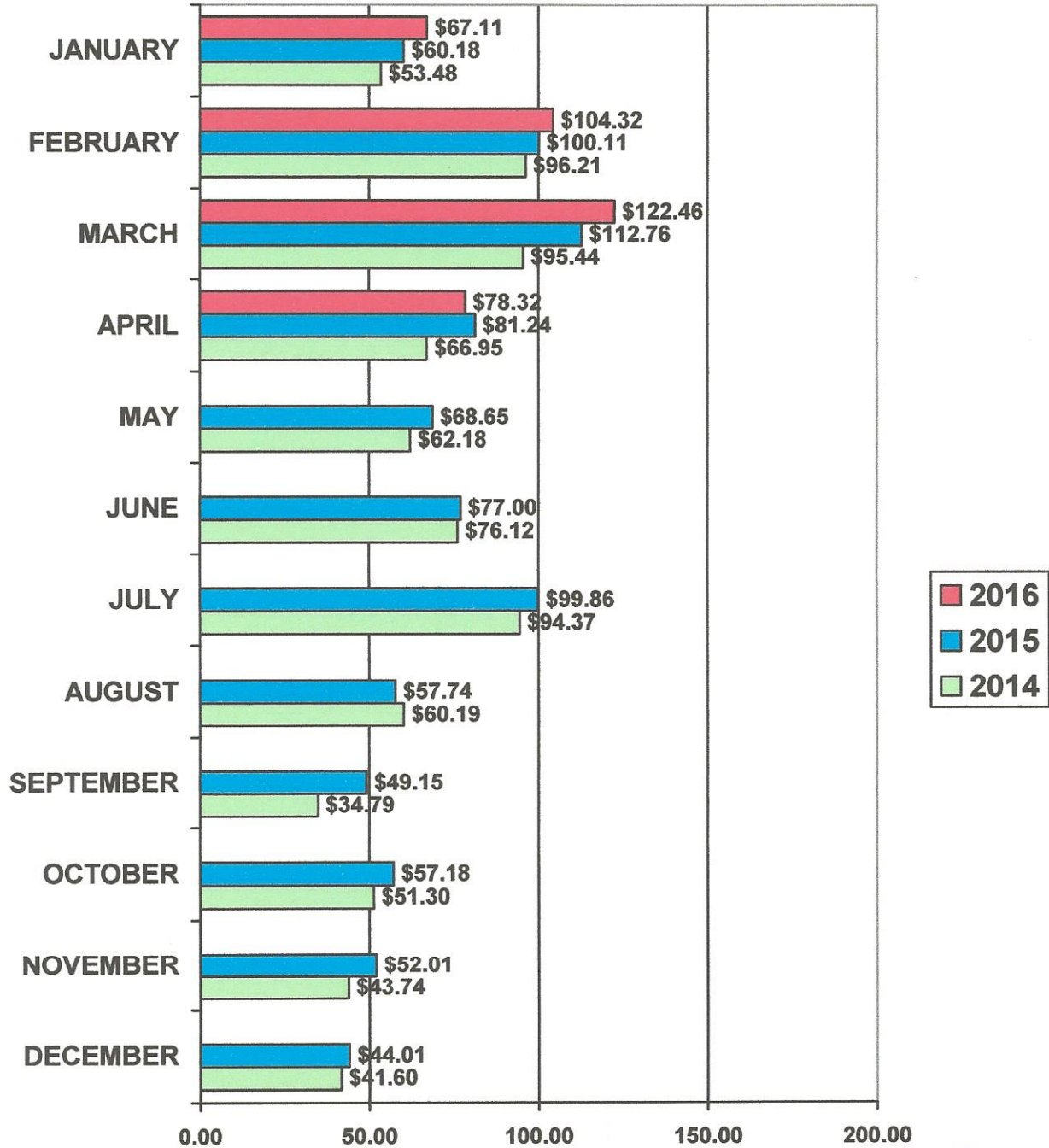
2016 YTD AVG. \$132.47
 2015 YTD AVG. \$126.88
 2014 YTD AVG. \$118.55

APR. 2016 HIGH \$232.05
 APR. 2016 LOW \$ 66.77

Mid-Florida Marketing & Research, Inc.



VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2014 - 2016

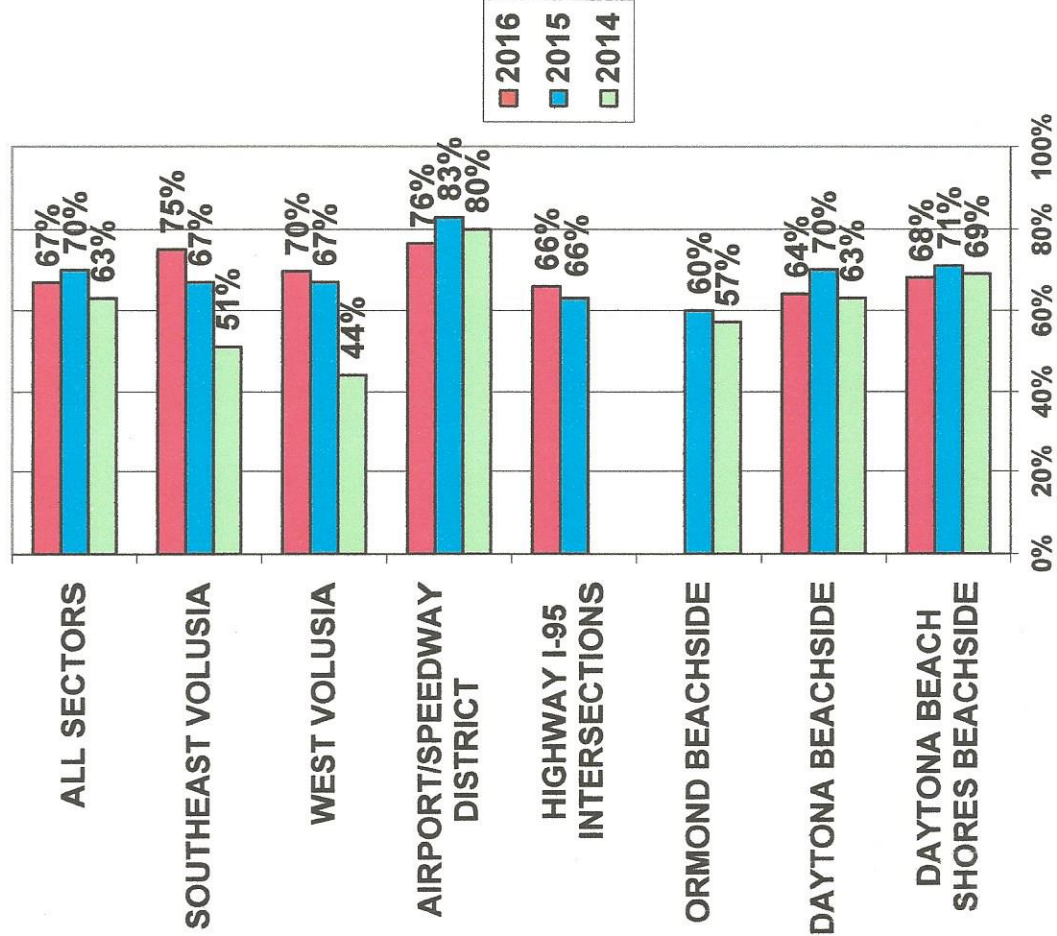


2016 YTD AVG. \$93.22
2015 YTD AVG. \$90.79
2014 YTD AVG. \$80.84

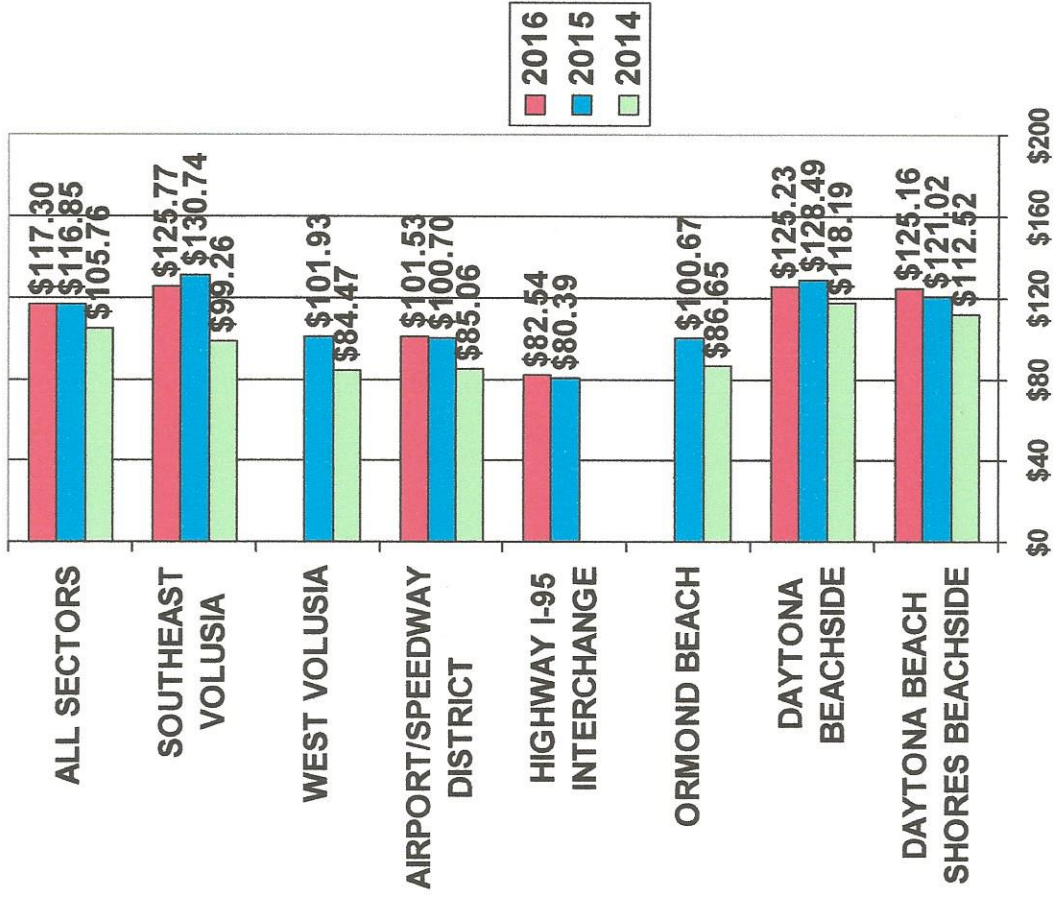
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VOLUSIA OCCUPANCY BY AREA SECTORS - APRIL 2014 - 2016



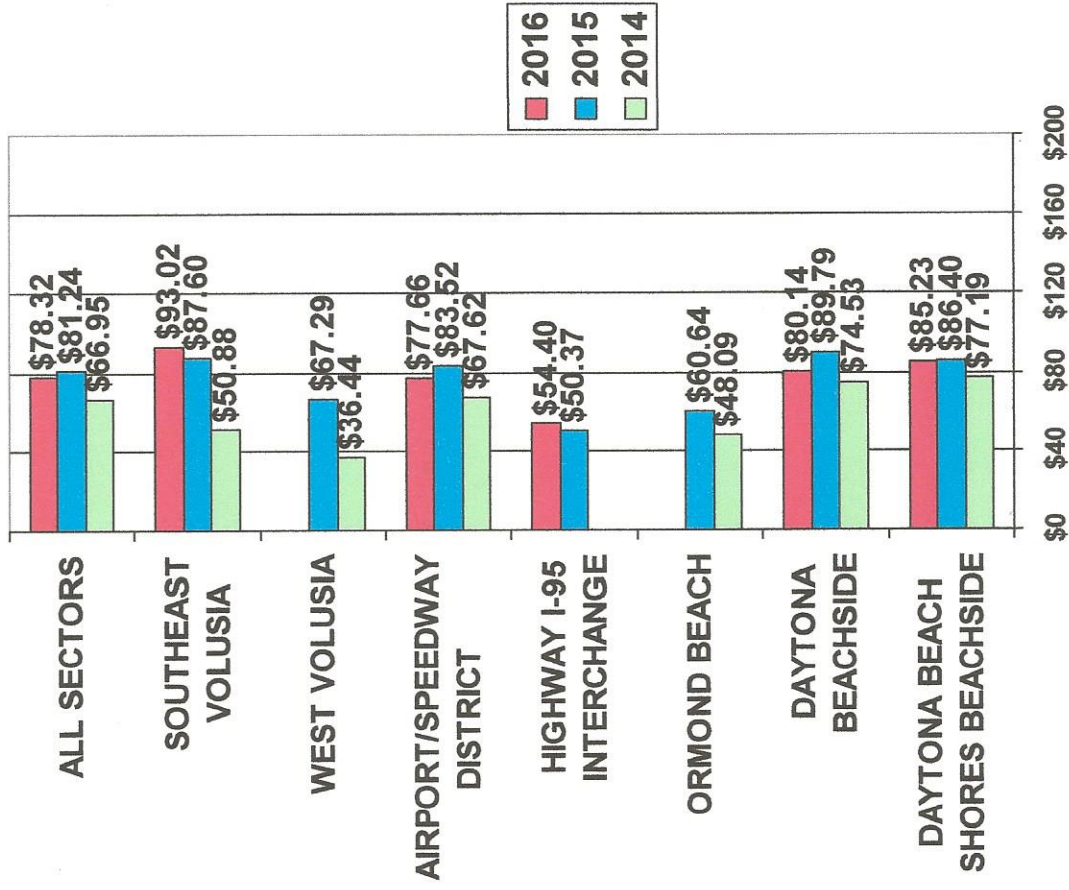
VOLUSIA AVERAGE DAILY RATE BY AREA SECTORS - APRIL 2014 - 2016



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

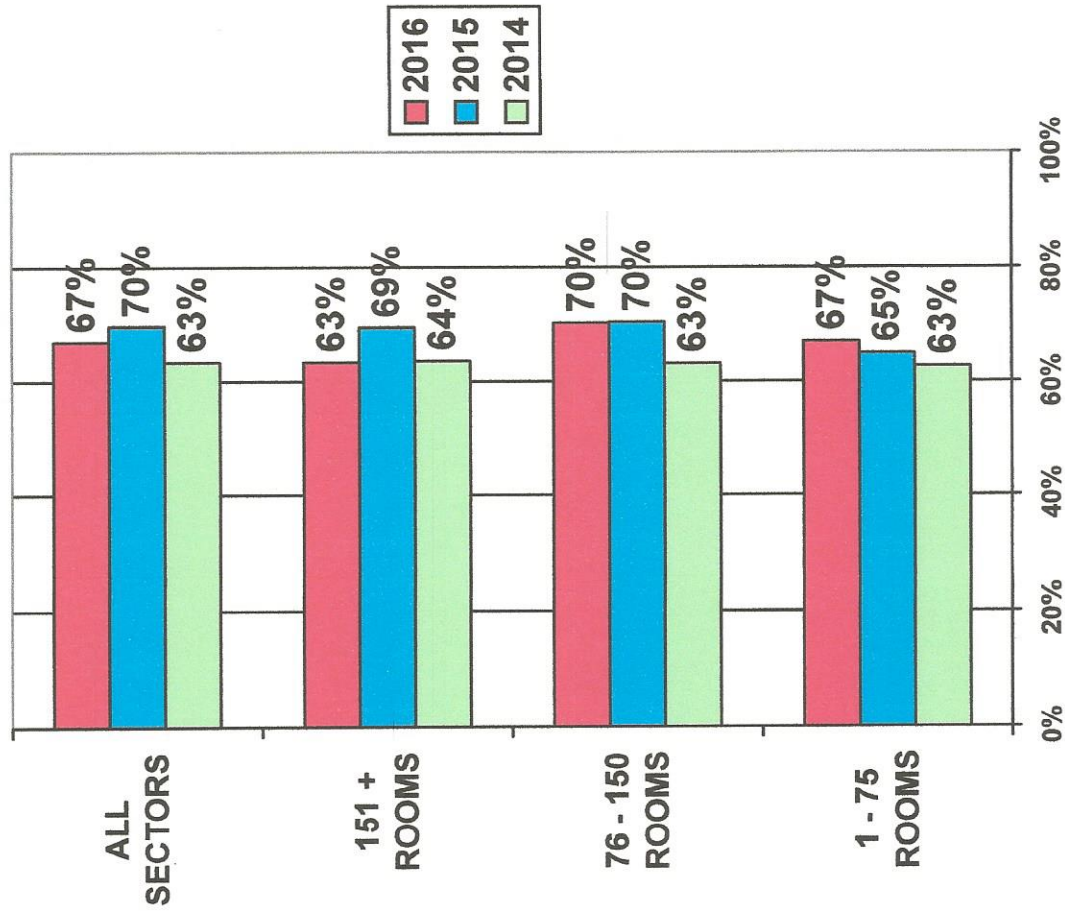


**VOLUSIA REV/PAR
BY AREA SECTORS -
APRIL 2014 - 2016**

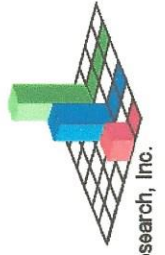
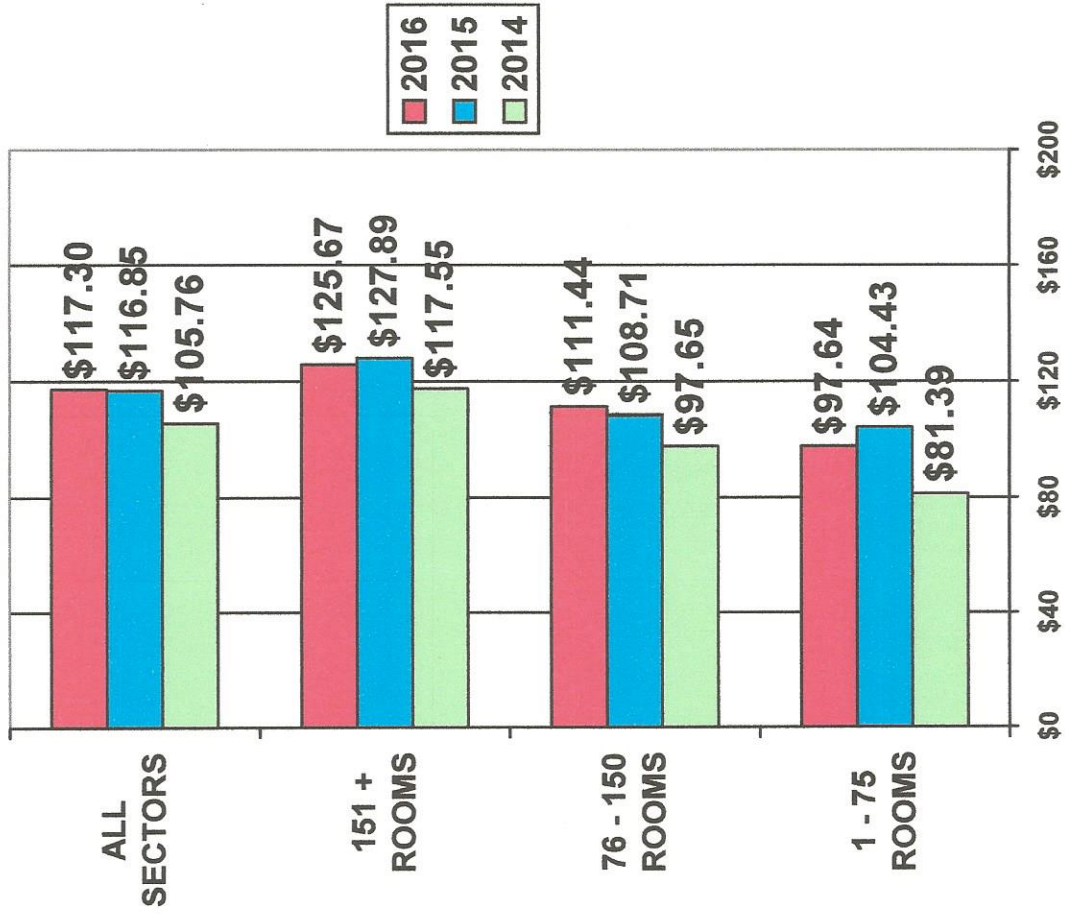


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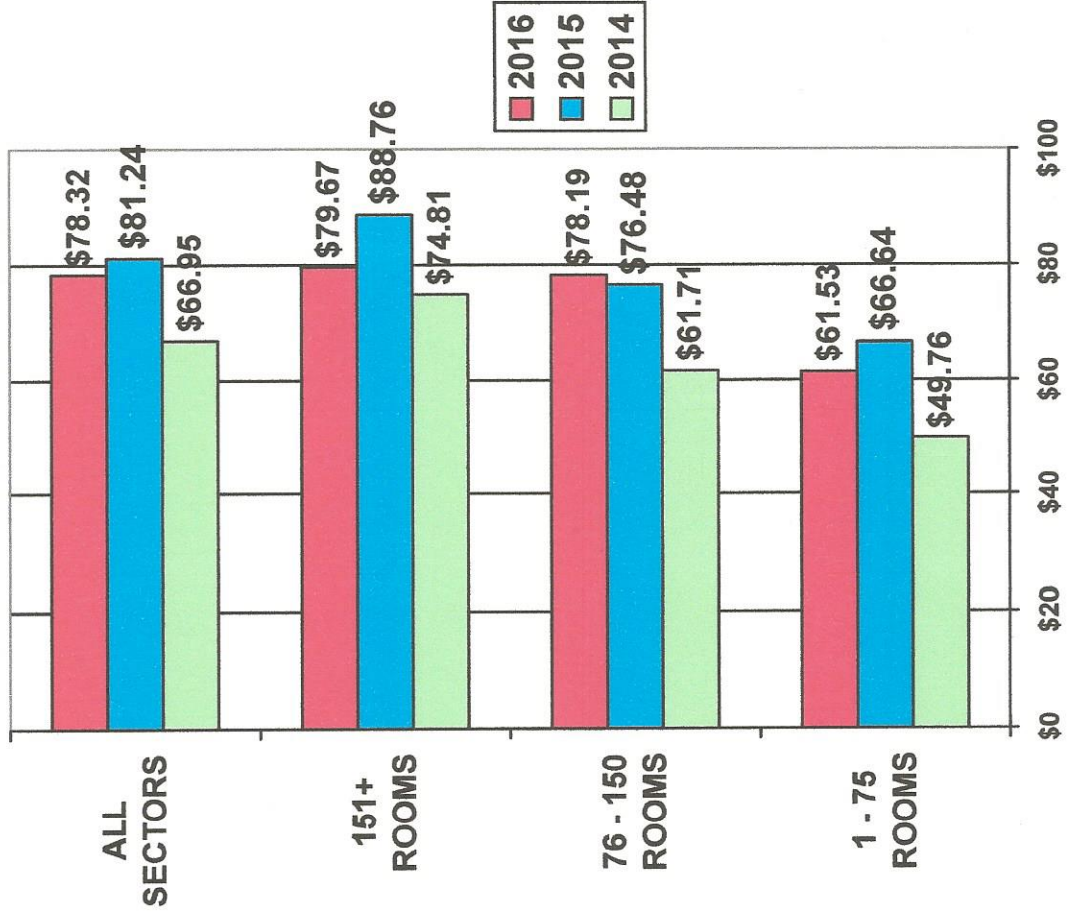
**VOLUSIA OCCUPANCY BY
PROPERTY SIZE -
APRIL 2014 - 2016**



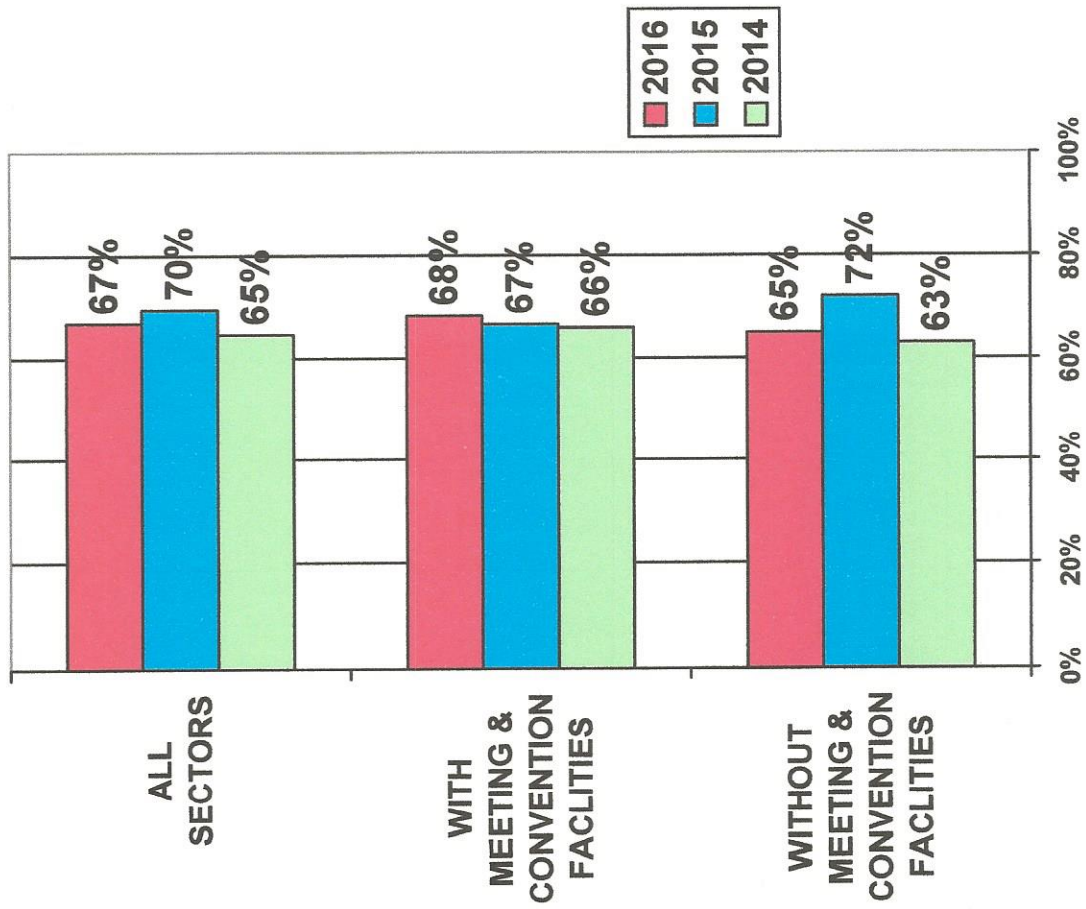
**VOLUSIA AVERAGE DAILY RATE
BY PROPERTY SIZE -
APRIL 2014 - 2016**



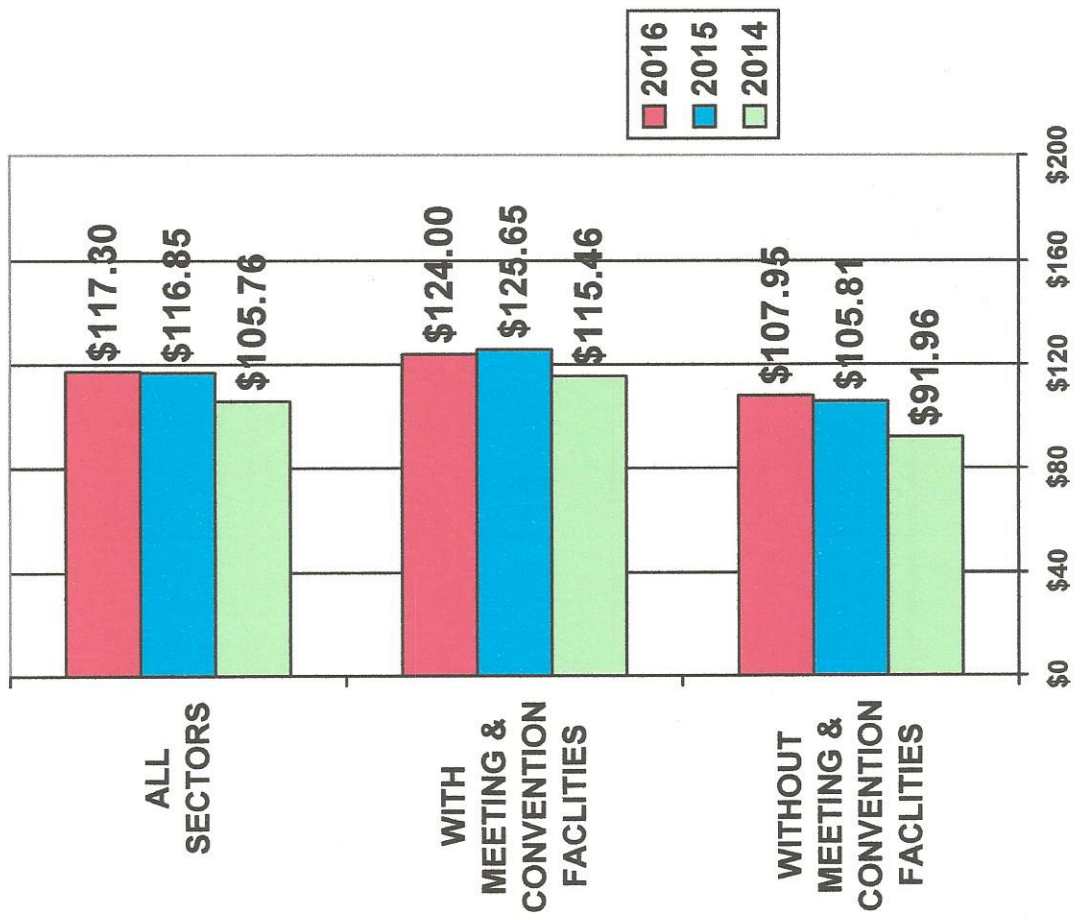
**VOLUSIA REV/PAR
BY PROPERTY SIZE -
APRIL 2014 - 2016**



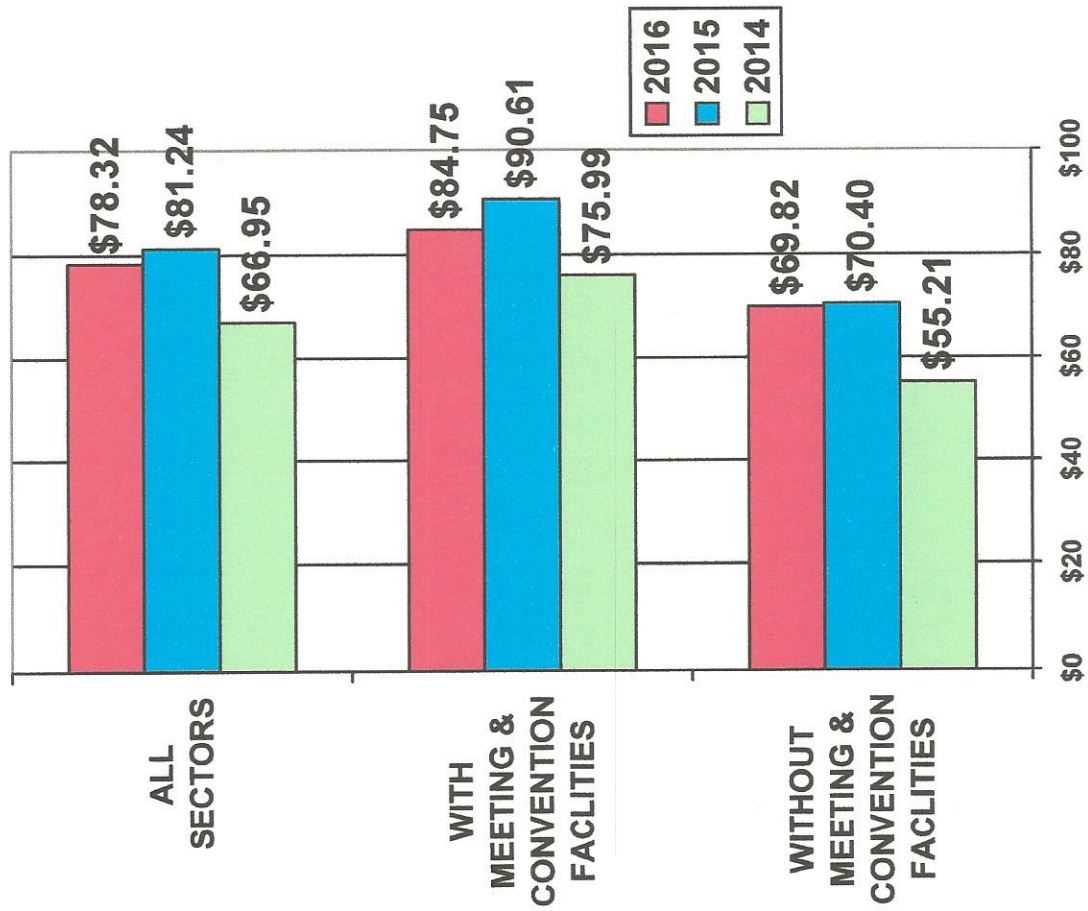
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - APRIL 2014 - 2016



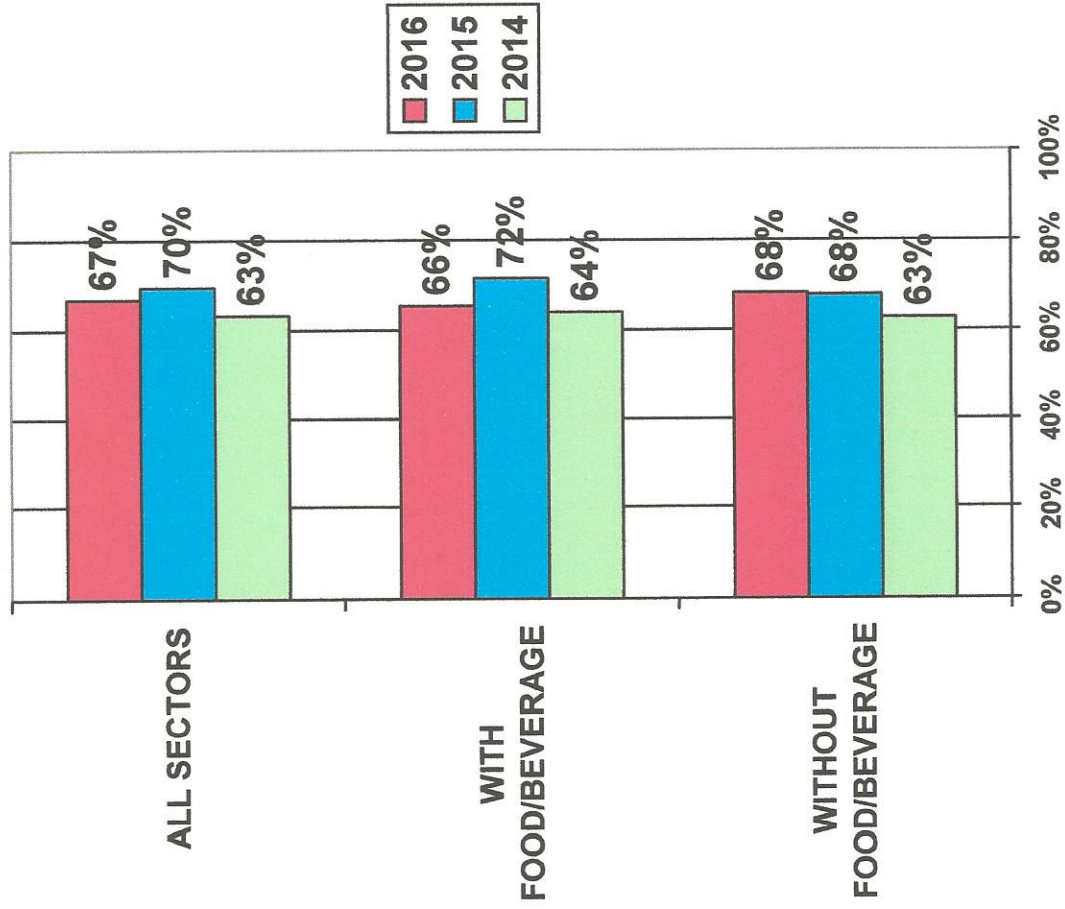
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - APRIL 2014 - 2016



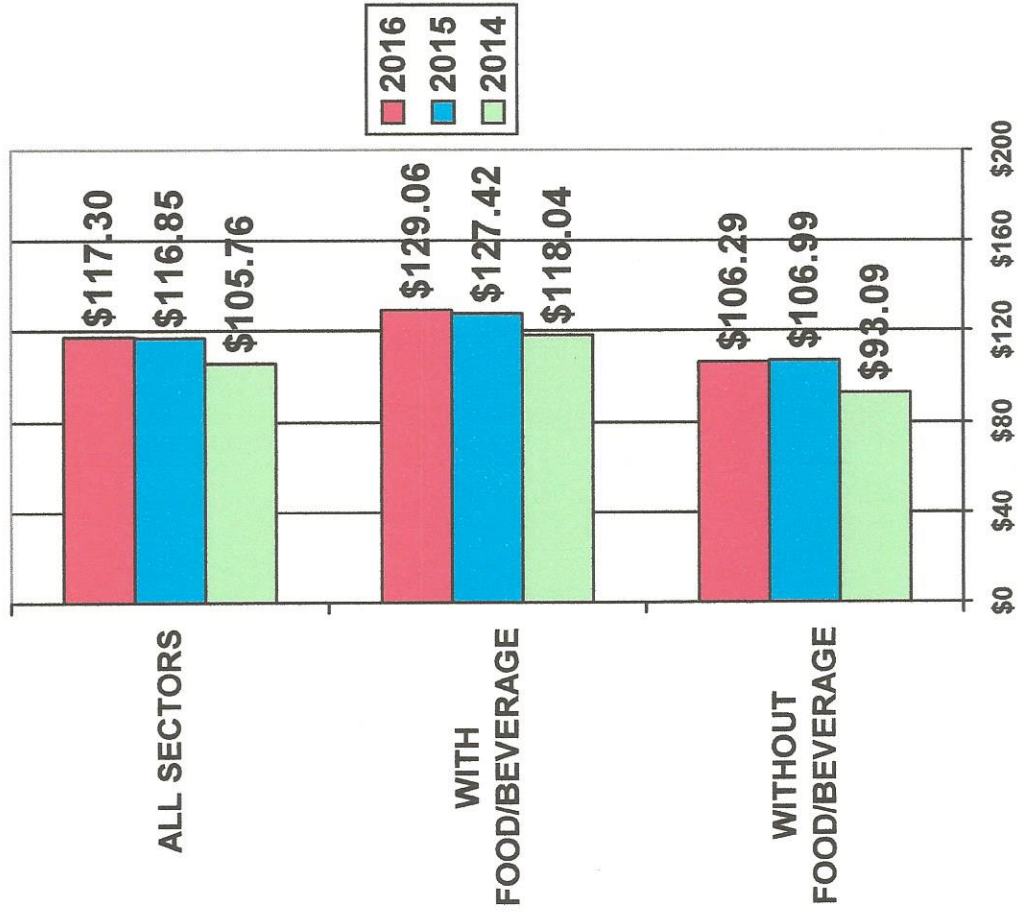
**VOLUSIA REV/PAR BY
MEETING & CONVENTION
FACILITIES - APRIL 2014 - 2016**



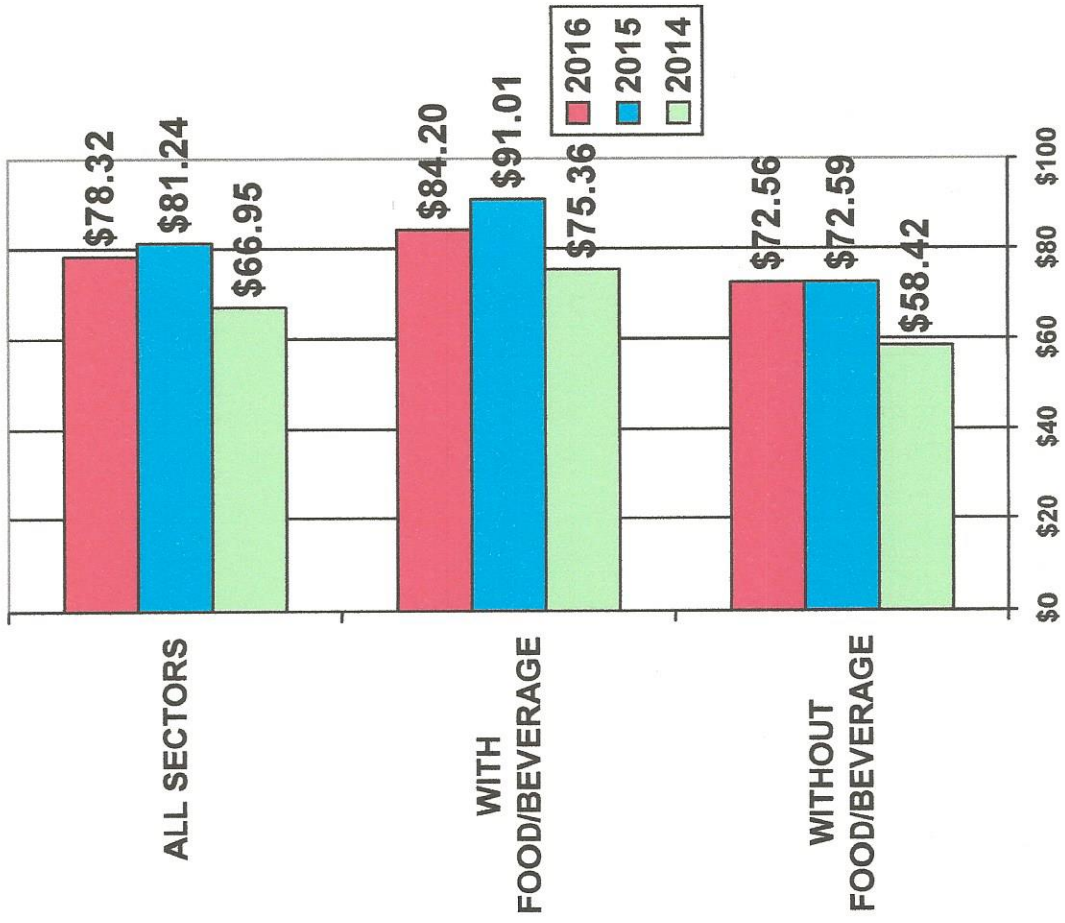
**VOLUSIA OCCUPANCY BY
FOOD/BEVERAGE -
APRIL 2014 - 2016**



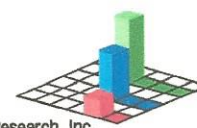
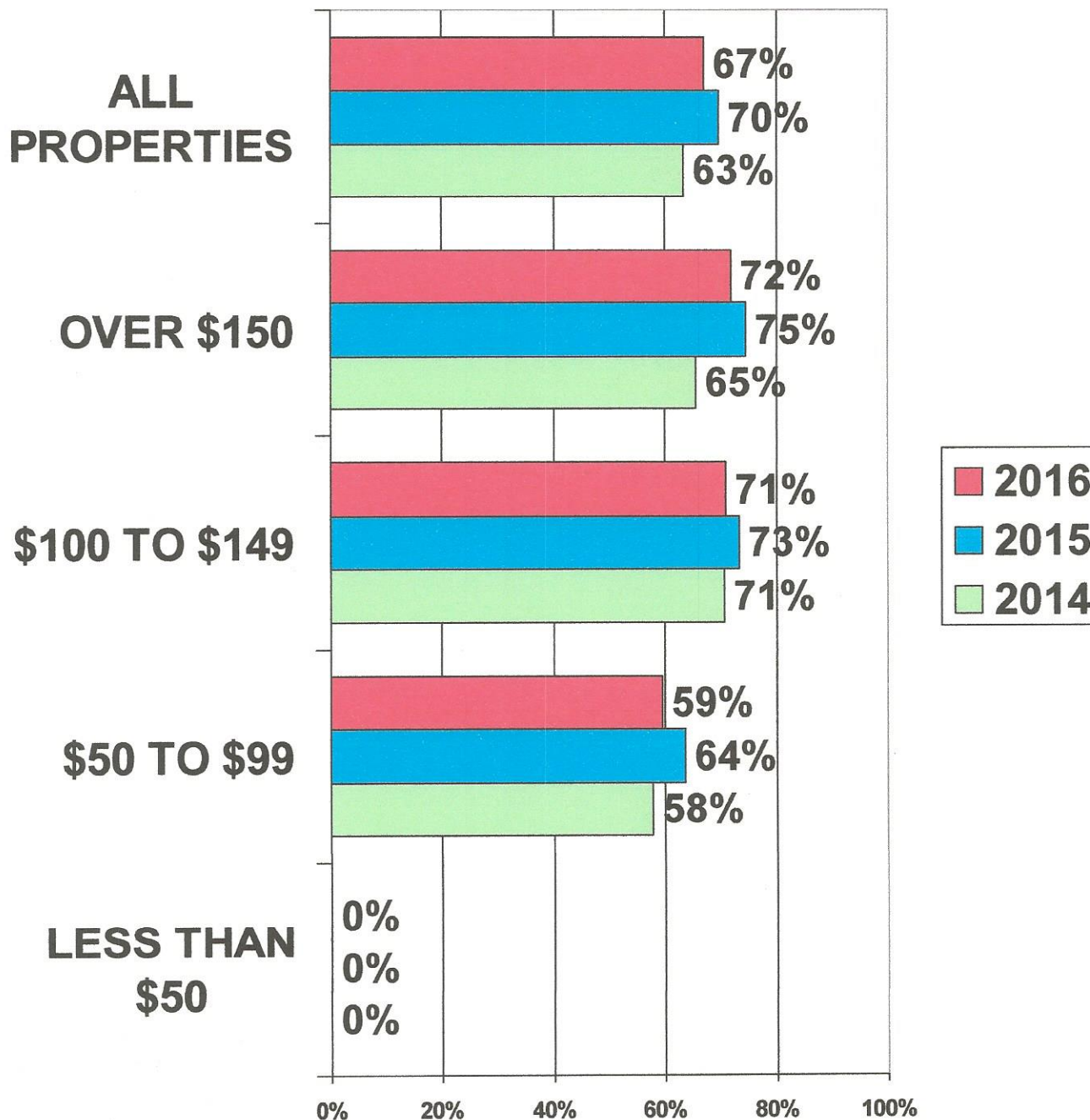
**VOLUSIA AVERAGE DAILY RATE
BY FOOD/BEVERAGE
APRIL 2014 - 2016**



**DAYTONA BEACH REV/PAR BY
FOOD/BEVERAGE -
APRIL 2014 - 2016**

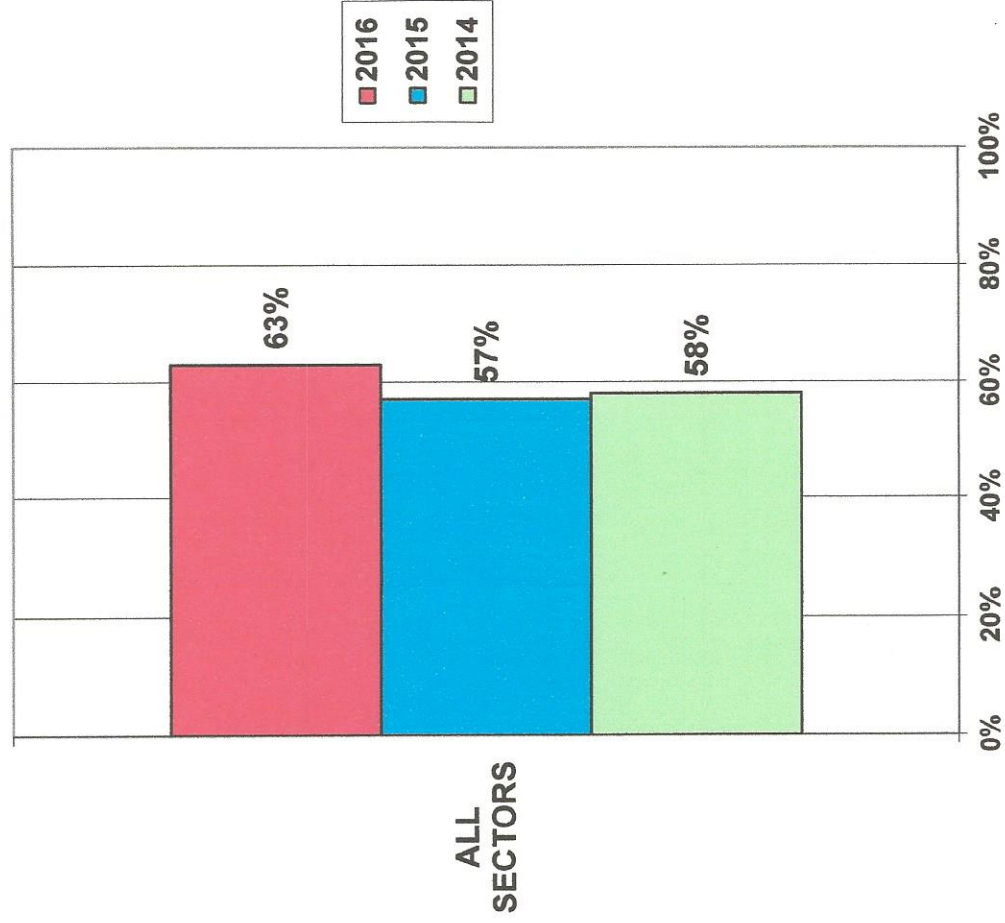


VOLUSIA HOTEL/MOTEL OCCUPANCY BY PRICE RANGE - APRIL 2014 - 2016

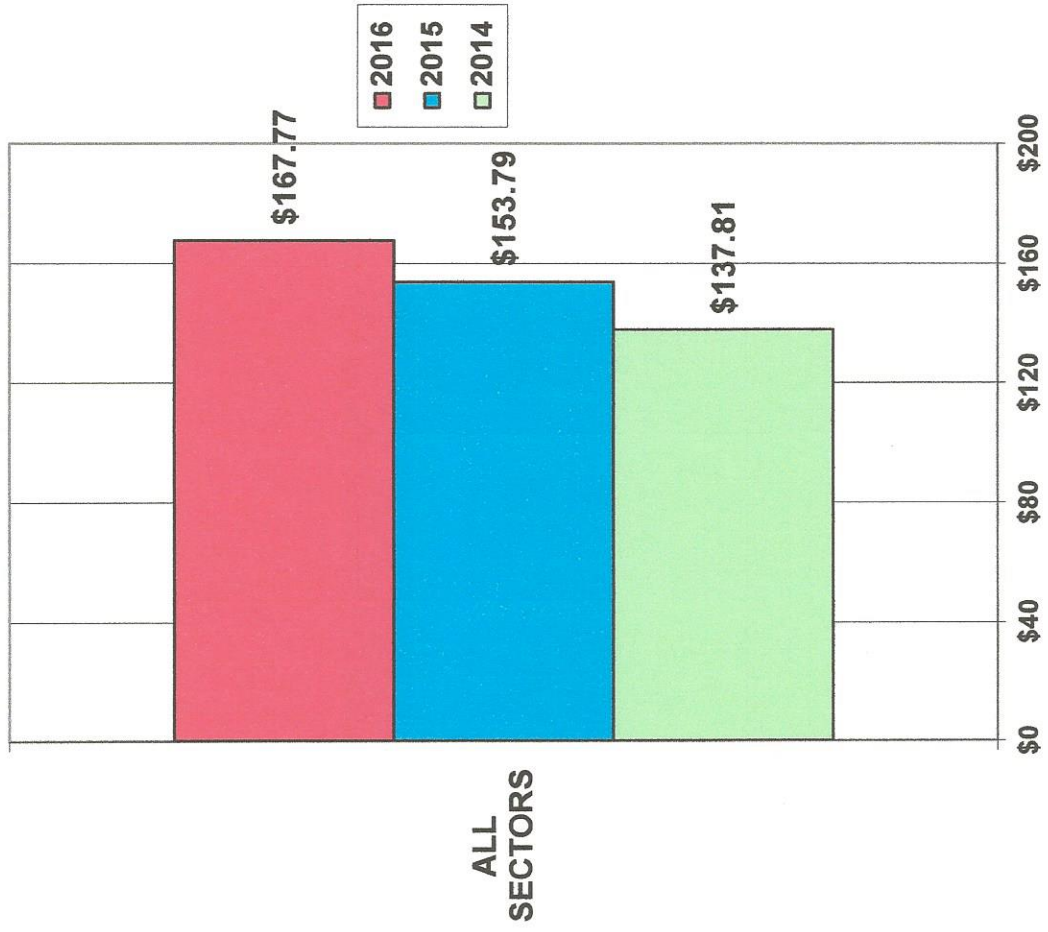


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**VOLUSIA OCCUPANCY
BY CONDO/TIMESHARES -
APRIL 2014 - 2016**



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



**PARTICIPATING PROPERTIES
BY AREA SECTOR**

MONTHS REPORTING 2016

DAYTONA BEACH SHORES BEACHSIDE

	<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>
ACAPULCO HOTEL & RESORT	133	X	X	X	X								
BAHAMA HOUSE	95	X	X	X	X								
BEST WESTERN PLUS AKU TIKI	132	X	X	X	X								
EL CARIBE RESORT & CONF. CENTER	112	X	X	X	X								
HAMPTON DAYTONA SHORES OCEANFRONT	114	X	X	X	X								
HOLIDAY INN EXPRESS & SUITES	131	X	X	X	X								
HYATT PLACE	143	X	X	X	X								
LEXINGTON INN & SUITES	101	X	X	X	X								
OCEAN COURT MOTEL	33	X	X	X	X								
OCEANSIDE INN	191	X	X	X	X								
PERRY'S OCEAN EDGE RESORT	200	X	X	X	X								
SHORES RESORT & SPA	212	X	X	X	X								
SUN VIKING LODGE	91	X	X	X	X								

DAYTONA BEACHSIDE

DAYTONA BEACH REGENCY	98	X	X	X	X								
DAYTONA BEACH RESORT	303	X	X	X	X								
HILTON DAYTONA BEACH RESORT	742	X	X	X	X								
HOLIDAY INN HOTEL & SUITES	123	X	X	X	X								
HOLIDAY INN RESORT DAYTONA	187	X	X	X	X								
LA PLAYA RESORT	238	X	X	X	X								
NAUTILUS INN	90	X	X	X	X								
PLAZA OCEAN CLUB	206	X	X	X	X								
PLAZA RESORT & SPA	322	X	X	X	X								
SILVER BEACH CLUB	74	X	X	X	X								
THE VILLA BED AND BREAKFAST	4	X	X	X	X								
WYNDHAM OCEAN WALK	127	X	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	X								
CORAL SANDS OCEAN FRONT	102	X	X	X	X								
COVE ON ORMOND BEACH	112	X	X	X	X								
MAKAI BEACH LODGE	109	X	X	X	X								
HIGHWAY I-95 INTERSECTIONS													
BEST WESTERN SPEEDWAY	151	X	X	X	X								
*COUNTRY INN & SUITES PORT ORANGE	87	X	X	X	X								
HAMPTON INN - ORMOND BEACH	84	X	X	X	X								
HOWARD JOHNSON DESTINATION DAYTONA	79	X	X	X	X								
SLEEP INN	82	X	X	X	X								
AIRPORT/SPEEDWAY DISTRICT													
DAYTONA BEACH COURTYARD	122	X	X	X	X								
DAYTONA BEACH RESIDENCE INN	122	X	X	X	X								
HAMPTON INN AIRPORT	122	X	X	X	X								
HILTON GARDEN INN D B AIRPORT	115	X	X	X	X								
HOMEWOOD SUITES	94	X		X	X								
QUALITY INN DAYTONA	64	X	X	X	X								
WEST VOLUSIA													
ALLING HOUSE BED AND BREAKFAST ORANGE CITY	8	X	X	X	X								
DAYS INN ORANGE CITY	37	X	X	X	X								
HAMPTON INN DEBARY	76	X	X	X									
HAMPTON INN DELAND	112	X	X	X	X								
HONTOON LANDING	18	X	X	X	X								
SE VOLUSIA													
BEST WESTERN HOTEL	101	X	X	X	X								
COASTAL WATERS INN	40	X	X	X	X								
*COUNTRY INN & SUITES PORT ORANGE	87	X	X	X	X								
HAMPTON INN	112	X	X	X	X								
INN ON THE AVENUE	6	X	X		X								
OCEAN TRILLIUM SUITES	32	X	X	X	X								

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

