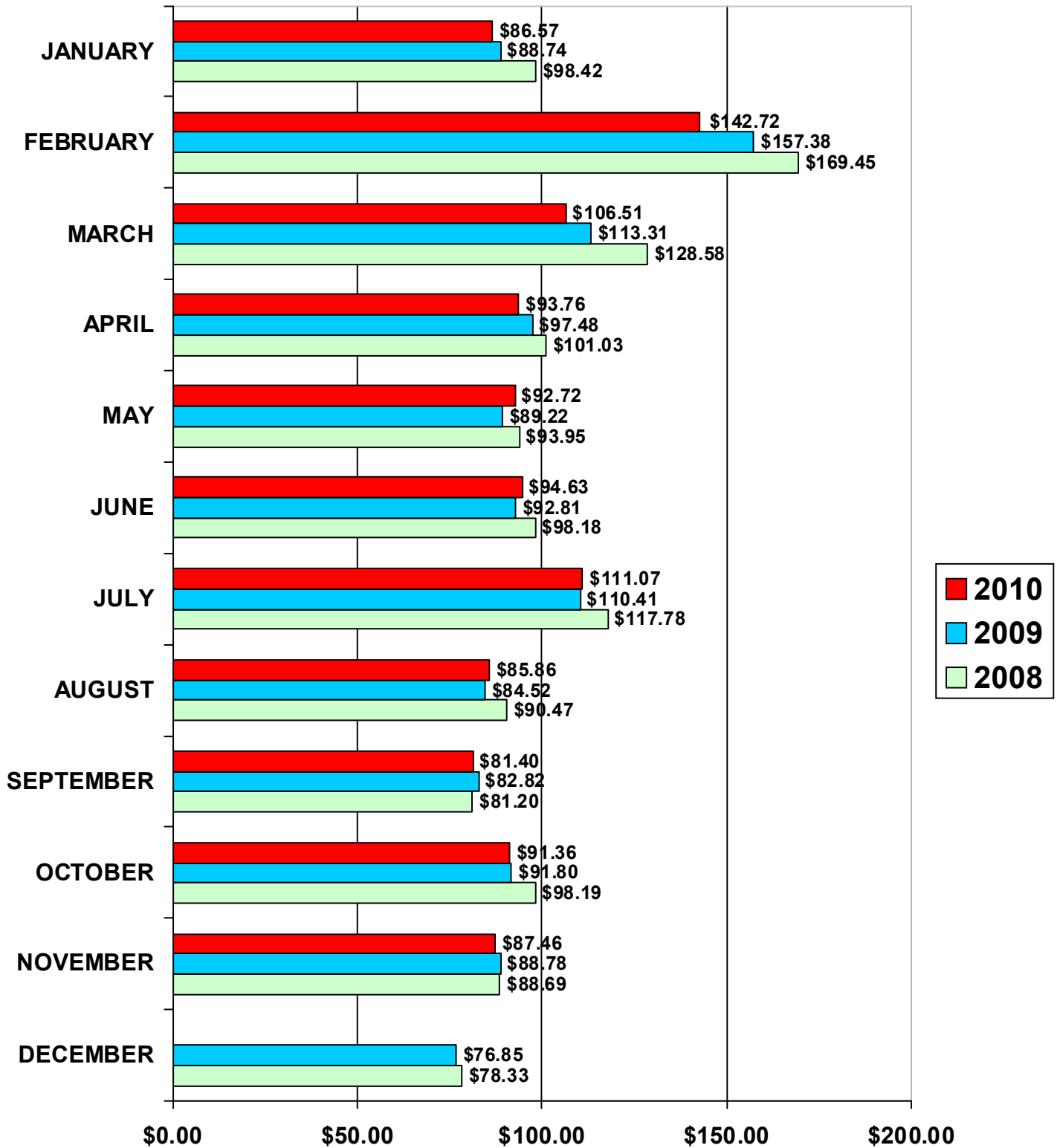


DAYTONA BEACH HOTEL/MOTEL AVERAGE DAILY RATE 2008 - 2010



2010 YTD AVG. \$ 100.15
2009 YTD AVG. \$ 101.86
2008 YTD AVG. \$ 109.27

