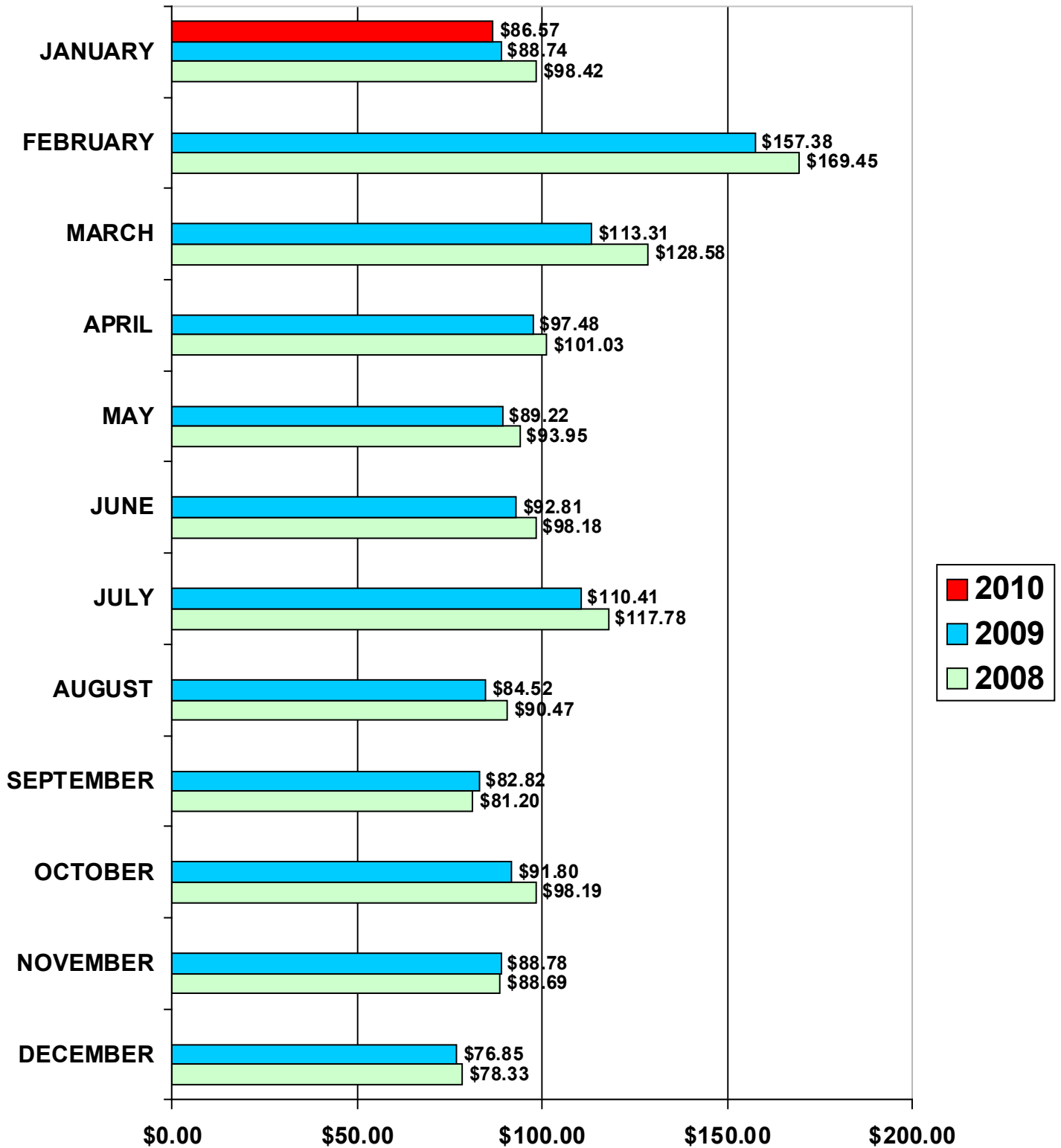


DAYTONA BEACH HOTEL/MOTEL AVERAGE DAILY RATE 2008 - 2010



2010 YTD AVG. \$ 86.57
2009 YTD AVG. \$ 88.74
2008 YTD AVG. \$ 98.42

