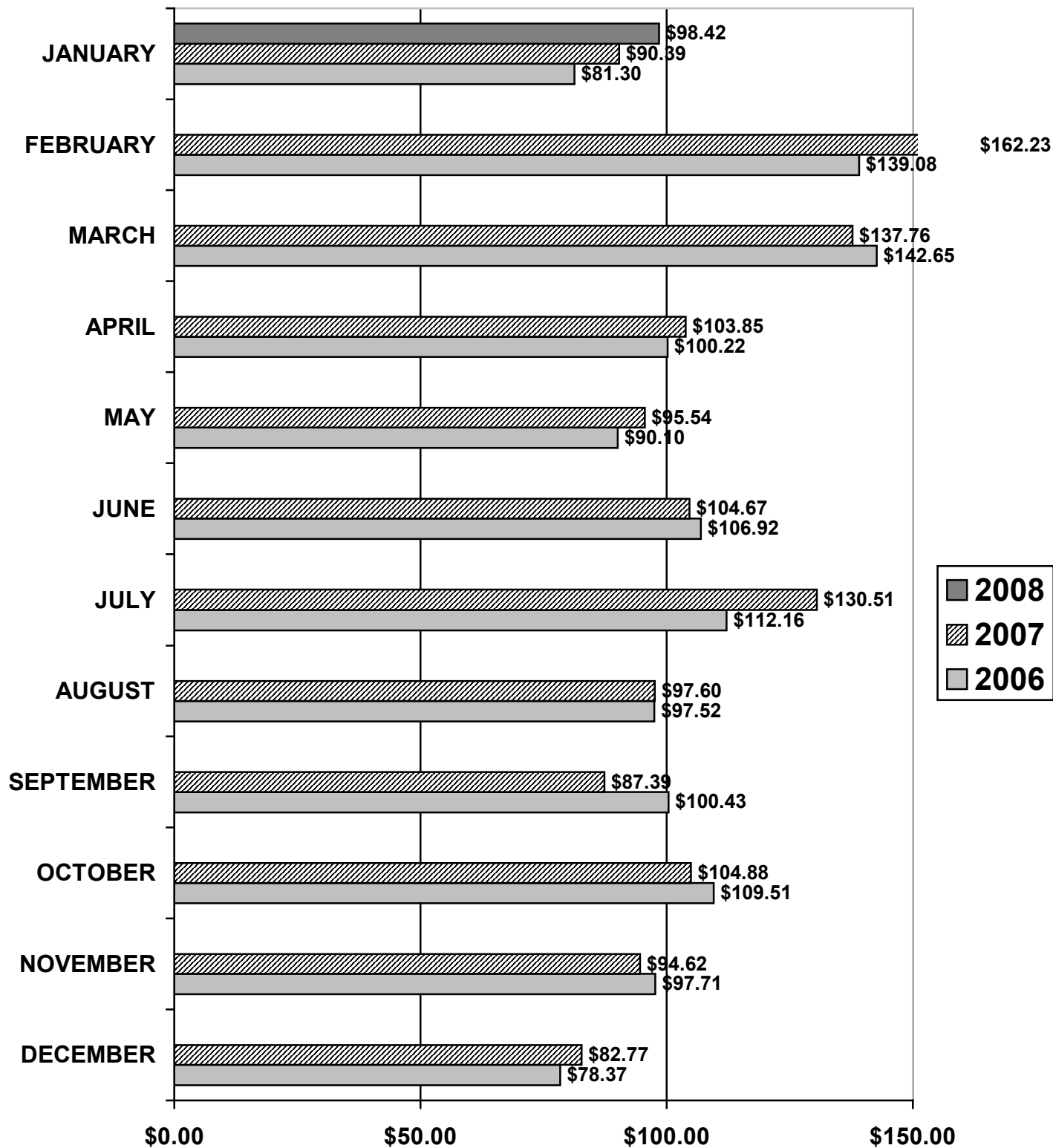


# DAYTONA BEACH HOTEL/MOTEL AVERAGE DAILY RATE 2006 - 2008



2008 YTD AVG. \$98.42  
2007 YTD AVG. \$90.39



Mid-Florida Marketing & Research, Inc.