



Visitors Estimates for Calendar Year 2021

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Occupancy %	61.1%	67.3%	77.9%	80.3%	76.3%	76.5%	76.5%	66.7%	65.1%	70.6%	70.2%	64.9%	71.1%
Room Supply	17,965	18,180	18,266	18,150	18,305	18,303	18,383	18,403	18,403	18,540	18,540	18,540	
Days in Month	31	28	31	30	31	30	31	31	31	30	31	30	31
Average Party Size	2.89	2.89	2.89	2.89	2.89	2.89	2.89	2.89	2.89	2.89	2.89	2.89	2.89
Average Length of Stay	1.89	1.89	1.89	1.89	1.89	1.89	1.89	1.89	1.89	1.89	1.89	1.89	1.89
People in Paid Accommodations*	520,315	523,845	674,495	668,574	662,052	642,305	666,616	581,852	549,575	620,458	597,041	570,364	7,277,490
People in Paid Accommodations & Alternative	754,456	759,576	978,018	969,432	959,975	931,342	966,593	843,685	796,884	899,664	865,709	827,028	10,552,361
Estimated Day Tripper Visitors	980,793	987,448	1,271,423	1,260,262	1,247,968	1,210,744	1,256,571	1,096,790	1,035,949	1,169,563	1,125,422	1,075,136	13,718,069
Total Visitors to Duval County**	1,735,250	1,747,024	2,249,440	2,229,694	2,207,943	2,142,086	2,223,163	1,940,475	1,832,832	2,069,226	1,991,132	1,902,164	24,270,430

One Time Impactful Events:

- USMC stayed at Hyatt for 75 rooms from MidJan-early July
- March--TPC was played
- April resumed events at capacity first ones were Machine Gun Kelly and UFC April 23-24
- NCAA Track & Field Meet week leading up to Memorial Day
- Hella Mega Tour last Sat of July
- Jazz Fest moved to first weekend of Oct
- FL vs GA Game back to normal with last weekend of Oct
- Dec Gator Bowl played on Jan 2, 2021 and not as impacted since capacity was 25% and then another Gator Bowl was played on 12/31/2021 at 11AM and likely not as impactful with start time and replaced team from original one

*This estimate is for visitors who stayed in paid hotel accommodations. It does not include visitors who stayed with Friends/Family, Airbnb, etc.

Paid Accommodations & Alternative is estimating the Friends/Family stays, Airbnb, campground, etc.

**This includes People in Paid & Alternative Accommodations plus Day Tripper Visitors