



Visitors Estimates for Calendar Year 2022

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Occupancy %	65.1%	74.7%	82.9%	79.9%	73.4%	74.6%	73.6%	71.6%	65.7%	72.7%	68.8%	67.7%	72.6%
Room Supply	18,349	18,338	18,353	18,353	18,353	18,353	18,475	18,372	18,372	18,369	18,460	18,320	
Days in Month	31	28	31	30	31	30	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	
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	
People in Paid Accommodations*	566,228	586,498	721,206	672,684	638,559	628,063	644,555	623,544	553,706	633,020	582,609	587,911	7,438,584
People in Paid Accommodations & Alternative	821,030	850,422	1,045,749	975,392	925,910	910,691	934,605	904,139	802,873	917,879	844,784	852,472	10,785,946
Estimated Day Tripper Visitors	1,067,339	1,105,549	1,359,473	1,268,009	1,203,683	1,183,899	1,214,986	1,175,381	1,043,735	1,193,243	1,098,219	1,108,213	14,021,730
Total Visitors to Duval County inc. Day Trippers and Alternative	1,888,369	1,955,971	2,405,222	2,243,401	2,129,593	2,094,590	2,149,591	2,079,520	1,846,609	2,111,123	1,943,002	1,960,684	24,807,676

One Time Impactful Events:
 American Mosquito Control Association 2/25-3/2
 The Players Championship
 Monster Jam 3/9
 Shakespeare Association of America 4/3-4/9
 Justin Beiber 4/7
 Skills USA 4/18-420
 Elton John 4/23
 Machine Gun Kelly 6/14
 Backstreet Boys 6/20
 Stadium Tour (Def Leppard/Motley Crue 7/2
 International Pentecostal Holiness Church (IPHC) 7/22-7/30
 Hurricane Ian hit FL Sep 28
 FL vs GA Football Weekend 10/28-30
 Hurricane Nicole hit Nov 10
 TaxSlayer Gator Bowl 12/30

*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.