

Jacksonville experienced exceptional growth from mid-2021 through the end of 2023, driven in part by the surge in “revenge travel.” Our market was well positioned to capitalize on these trends, resulting in a strong performance during this period.

As we moved into 2024, the Jacksonville market faced some headwinds, including the challenge of absorbing new hotel supply, and increased competition from both domestic and international destinations. However, Duval County ended the year on a high note—meeting or exceeding STR forecasts during the last quarter of 2024 and the first two months of 2025.

Looking ahead, the tourism outlook for Duval County remains positive. Our market continues to benefit from its strong base of domestic travelers, with “Visiting Friends & Family” consistently ranking as the top reason for travel to Jacksonville. While we anticipate a reduction in governmental training bookings, our core leisure and transient segments remain healthy.

The summer months are expected to follow typical seasonal trends. While numbers may moderate from the strong spring performance, we are not projecting a decline compared to last year.

From October through December, a modest dip in occupancy percentage is expected as the market welcomes over 700 additional hotel rooms. This new supply reflects continued investment in our destination, and positions Jacksonville for future growth.

