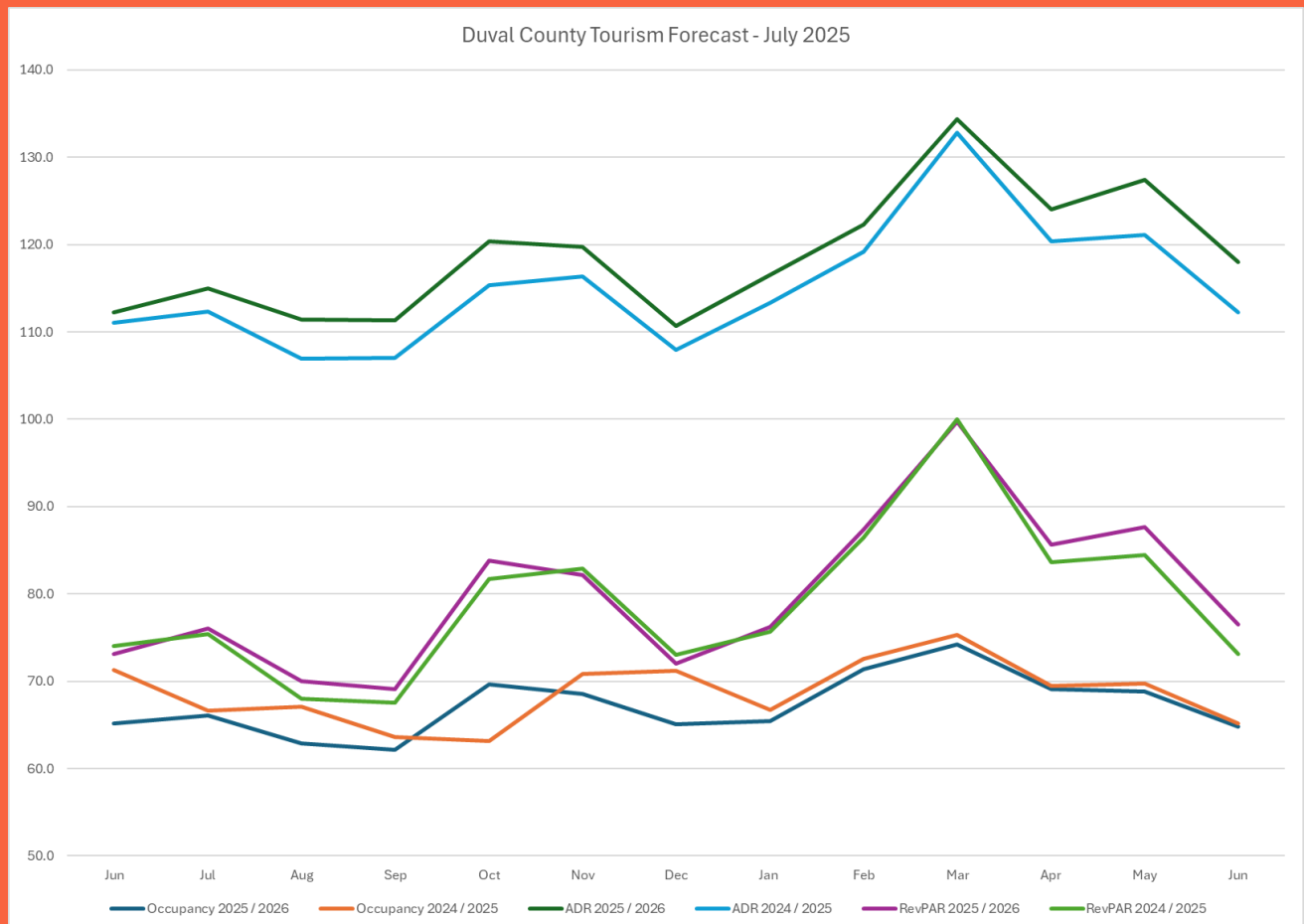


As we look ahead to the remainder of 2025 and into the first half of 2026, Duval County's tourism sector remains on a positive trajectory. Forecasts indicate year-over-year increases in Average Daily Rate (ADR) throughout all remaining months of 2025. While Occupancy percentages may show slight softening compared to last year, overall demand—measured by rooms sold—is projected to increase in several months.

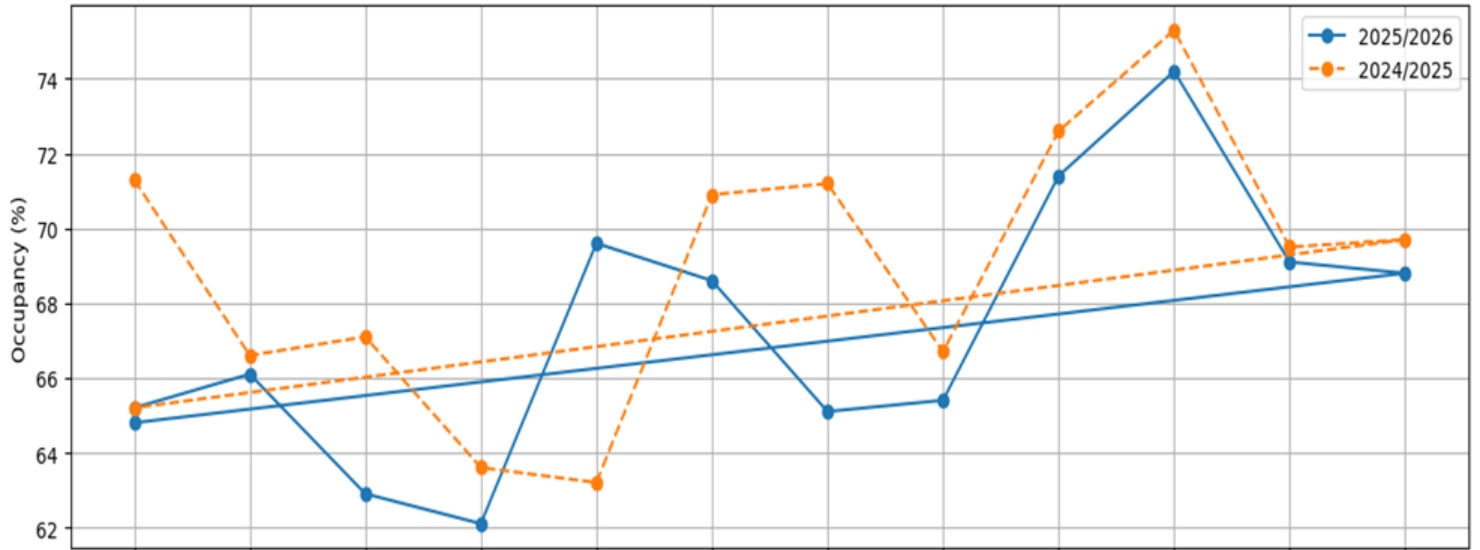
From August through December 2025, Duval County is set to welcome six new hotel openings, adding approximately 880 rooms to the local supply. Among these is the highly anticipated full-service Hilton Hotel at the Mayo Clinic, bringing 252 rooms online in October.

Naturally, the addition of new supply will temporarily impact key performance indicators. Occupancy and Revenue Per Available Room (RevPAR) are expected to dip slightly in November and December 2025. Additionally, the timing of the annual Florida vs. Georgia Football Weekend—only one night of this major event falls in November this year, compared to two nights in 2024.

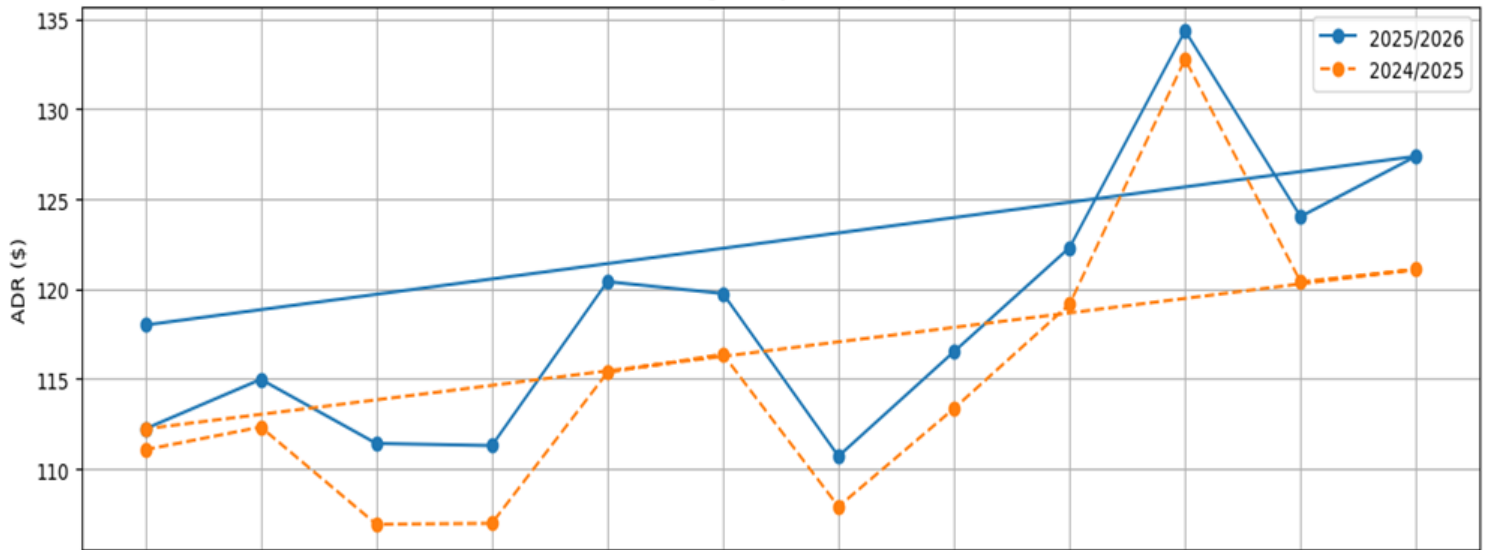
Looking ahead, the first half of 2026 is also forecasted to see continued growth across ADR, demand, and total room revenue. The market will welcome an estimated 525 additional rooms over the course of 2026. While this increase in supply may place short-term pressure on Occupancy percentages, it positions Duval County for long-term gains by supporting larger events, peak-season demand, and the overall visitor experience.



Occupancy Rate



Average Daily Rate (ADR)



Revenue Per Available Room (RevPAR)

