

Monthly Stats (Duval County):

Monthly	Current Month	% of change	Year to Date	% of change
Occupancy	75.0%	-0.4%	70.2%	-1.9%
ADR	\$136.52	2.8%	\$122.90	0.6%
RevPAR	\$102.43	2.5%	\$86.23	-1.4%
Room Revenue	\$63,284,516	5.5%	\$155,009,462	1.8%



EXECUTIVE SUMMARY:

March marked the second-strongest month in Duval County's tourism history, total Room Revenue reached \$63,284,516. While occupancy shows a slight -0.4% change, this reflects the addition of 2.9% in new hotel supply; demand continued to grow, with rooms sold increasing by 2.6%. Average Daily Rate (ADR) also strengthened, rising nearly \$4 to \$136.52.

The Downtown, Southside, and Westside areas all recorded gains in rooms sold compared to March 2025. Downtown stood out with a 14.5% increase in both RevPAR and Room Revenue, while the Southside submarket achieved a 5.5% lift in Room Revenue.

Total Room Revenue reached \$155,009,462, an increase of nearly \$3 million over the same period in 2025. Approximately 15,000 additional rooms have been sold in 2026, making the occupancy rate of 70.2%, alongside a modest ADR increase of 0.6% to \$122.90.

These positive results are encouraging in light of recent challenges such as government disruptions, TSA staffing constraints, and rising costs of goods and services.

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Monthly By Area

	<i>Occupancy</i>	<i>% of change</i>	<i>ADR</i>	<i>% of change</i>	<i>RevPAR</i>	<i>% of change</i>
Arlington	69.7%	-3.7%	\$87.24	-4.5%	\$60.84	-8.1%
Beaches	81.0%	-1.3%	\$232.12	0.9%	\$188.07	-0.4%
Downtown	76.7%	7.9%	\$167.57	6.1%	\$128.50	14.5%
Northside/Airport	69.4%	-4.0%	\$113.15	2.1%	\$78.57	-1.9%
Southside/Mandarin	75.9%	--1.4%	\$130.98	4.3%	\$99.44	2.9%
Westside	75.9%	0.8%	\$106.49	-1.3%	\$80.87	-0.5%

Year to Dates Stats by Areas

By Area:

	<i>Occupancy</i>	<i>% of change</i>	<i>ADR</i>	<i>% of change</i>	<i>RevPAR</i>	<i>% of change</i>
Arlington	63.4%	-7.7%	\$83.20	-5.7%	\$52.74	-13.0%
Beaches	70.4%	-3.2%	\$187.02	-1.2%	\$131.60	-4.4%
Downtown	74.0%	8.3%	\$161.42	3.0%	\$119.42	11.5%
Northside/Airport	64.5%	-7.7%	\$104.85	-2.0%	\$67.68	-9.5%
Southside/Mandarin	72.2%	-1.3%	\$117.04	1.9%	\$84.47	0.6%
Westside	68.7%	-6.6%	\$101.78	-2.9%	\$69.92	-9.3%

Occupancy Segmentation

Segment	<i>Current Month</i>	<i>% of change</i>	<i>Year to Date</i>	<i>% of change</i>
Transient	57.1%	-3.0%	54.9%	-2.0%
Group	14.7%	9.2%	12.4%	0.7%
Contract	3.3%	8.6%	2.9%	-9.4%
Total	75.0%	-0.4%	70.2%	-1.9%