

Monthly Stats (Duval County):

Monthly	Current Month	% of change	Year to Date	% of change
Occupancy	70.4%	1.3%	70.2%	-1.1%
ADR	\$120.24	-0.1%	\$122.21	0.4%
RevPAR	\$84.63	1.1%	\$85.81	-0.8%
Room Revenue	\$50,866,170	4.7%	\$205,843,093	2.5%



EXECUTIVE SUMMARY:

April 2026 was the second-best April in Duval Tourism history, with room revenue exceeding \$50.8 million for the month. Compared to April 2025, more than 19,000 additional rooms were sold. Occupancy finished at 70.4%, with demand, or rooms sold, increasing 4.8%. ADR was \$120.24.

Among the submarkets, Southside, Arlington, and Westside recorded occupancy increases. Southside, Downtown, and Westside also experienced room revenue growth compared to April 2025.

Year to date, occupancy stands at 70.2%. While the occupancy rate reflects a 1.1% decline, demand is up 2.1% year to date. New supply growth of 3.3% continues to impact the overall occupancy percentage. ADR is up 0.4% to \$122.21, and year-to-date room revenue totals \$205,843,093, representing growth of 2.5%.

The Downtown and Southside submarkets have both realized year-to-date increases in RevPAR and room revenue. Downtown room revenue is up 9.3%, while Southside room revenue has increased 4.8%.

Source: STR

[Large Groups & Events 2018-2028](#)

[CoStar/STR Methodology](#)

[Research & Development](#)

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	66.1%	3.3%	\$79.83	-4.5%	\$52.79	-1.3%
Beaches	78.3%	-2.0%	\$197.27	-2.0%	\$154.52	-3.9%
Downtown	70.8%	-0.5%	\$156.83	3.5%	\$110.97	3.0%
Northside/Airport	64.3%	-1.7%	\$100.78	-1.3%	\$64.81	-3.0%
Southside/Mandarin	72.6%	4.2%	\$110.90	1.1%	\$80.56	5.3%
Westside	68.8%	1.3%	\$100.24	0.8%	\$68.97	2.1%

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	64.1%	-5.1%	\$82.33	-5.5%	\$52.75	-10.4%
Beaches	72.4%	-2.8%	\$189.83	-1.4%	\$137.43	-4.2%
Downtown	73.2%	6.0%	\$160.10	3.0%	\$117.15	9.2%
Northside/Airport	64.5%	-6.3%	\$103.84	-1.9%	\$66.96	-8.0%
Southside/Mandarin	72.3%	0.0%	\$115.50	1.7%	\$83.50	1.7%
Westside	68.7%	-4.7%	\$101.39	-2.1%	\$69.68	-6.7%

Occupancy Segmentation

Segment

	<i>Current Month</i>	<i>% of change</i>	<i>Year to Date</i>	<i>% of change</i>
Transient	56.1%	0.3%	55.2%	-1.5%
Group	10.9%	3.4%	12.0%	1.3%
Contract	3.4%	11.9%	3.0%	-4.2%
Total	70.4%	1.3%	70.2%	-1.1%