



## DUVAL COUNTY STR REPORT - DECEMBER 2023

### Monthly Stats (Duval County):

	<i>Current Month</i>	<i>% of change</i>	<i>Year to Date</i>	<i>% of change</i>
<b>Occupancy</b>	64.4%	-3.2%	69.8%	-2.8%
<b>ADR</b>	\$111.53	-1.4%	\$117.22	3.6%
<b>RevPAR</b>	\$71.85	-4.5%	\$81.76	0.7%
<b>Room Revenue</b>	\$41,330,965	-4.9%	\$552,323,573	0.6%

### SUMMARY:

Duval County overall realized losses during December in all STR Metrics. Occupancy was 64.4%, a loss of 3.2%. This month's Occupancy is above the average December Occupancy Average of 62.3% for a December. The Average Daily Rate (ADR) for December 2023 in Duval County was \$111.53, a loss of 1.4% or \$1.58. To put it in perspective, in December 2019, the ADR for the county was under \$89. Room Revenue losses totaled \$2.1 million for December 2023 compared to December 2022. In December 2019, the Room Revenue was only \$31 million. The Downtown hotels earned minimal Occupancy growth in December of 0.7%. Transient room nights were down 2.6%, while Group room nights were down 15.8%. All areas of the county felt negative growth percentages in all STR measurements.

Year to Date, Room Revenue realized growth of approximately \$4 million. This growth in Room Revenue was from an ADR growth of 3.6%. Overall, there was a loss in Occupancy of 2.8%. There were more rooms sold in 2022, but the yearly ADR in 2023 realized a \$4 growth.

## Monthly Stats by Areas (Duval County):

<i>By Area:</i>	<i>Occupancy</i>	<i>% of change</i>	<i>ADR</i>	<i>% of change</i>	<i>RevPAR</i>	<i>% of change</i>
<b>Arlington</b>	66.0%	-11.2%	\$83.97	-5.4%	\$55.38	-16.0%
<b>Beaches</b>	66.4%	-3.1%	\$166.71	-0.2%	\$110.61	-3.2%
<b>Downtown</b>	53.2%	0.7%	\$161.59	-1.2%	\$86.03	-0.4%
<b>Northside/Airport</b>	65.4%	-1.6%	\$94.85	-3.7%	\$62.03	-5.2%
<b>Southside/Mandarin</b>	67.6%	-2.4%	\$100.70	-2.9%	\$68.04	-5.3%
<b>Westside</b>	61.4%	-9.4%	\$99.58	-1.6%	\$61.11	-10.8%

## Year to Dates Stats by Areas (Duval County):

<i>By Area:</i>	<i>Occupancy</i>	<i>% of change</i>	<i>ADR</i>	<i>% of change</i>	<i>RevPAR</i>	<i>% of change</i>
<b>Arlington</b>	70.4%	-5.6%	\$86.99	0.5%	\$61.25	-5.1%
<b>Beaches</b>	75.9%	0.2%	\$18720	-1.0%	\$142.18	-0.8%
<b>Downtown</b>	64.2%	3.8%	\$151.07	5.1%	\$97.03	9.1%
<b>Northside/Airport</b>	67.3%	-8.7%	\$100.49	1.9%	\$67.59	-6.9%
<b>Southside/Mandarin</b>	72.3%	-0.7%	\$106.48	3.0%	\$77.00	2.3%
<b>Westside</b>	65.4%	-10.1%	\$105.00	6.0%	\$68.66	-4.8%

## Occupancy Segmentation:

	<i>Current Month</i>	<i>% of change</i>	<i>Year to Date</i>	<i>% of change</i>
<b>Transient</b>	55.0%	-2.6%	56.4%	-2.7%
<b>Group</b>	6.3%	-15.8%	10.2%	-7.9%
<b>Contract</b>	3.1%	21.5%	3.2%	14.1%
<b>Total</b>	64.4%	-3.2%	69.8%	-2.8%

Source: STR