

Monthly Stats (Duval County):

Monthly	Current Month	% of change	Year to Date	% of change
Occupancy	64.4%	-3.6%	64.4%	-3.6%
ADR	\$110.12	-2.9%	\$110.12	-2.9%
RevPAR	\$70.90	-6.3%	\$70.90	-6.3%
Room Revenue	\$43,813,753	-3.4%	\$43,813,753	-3.4%



EXECUTIVE SUMMARY:

Duval County's lodging performance in January 2026 closely mirrored January 2024 trends, reflecting a stable start to the year. Countywide Occupancy reached 64.4%, with an Average Daily Rate of \$110.12, generating \$43,813,753 in Room Revenue. While performance reflected a slight decline compared to January 2025, overall demand remained steady and consistent with longer-term patterns.

The Downtown submarket delivered particularly strong results, achieving growth in two of the three key STR metrics. Occupancy increased by an impressive 9.5%, driven in part by the Jacksonville Jaguars playoff game, as well as several larger conferences hosted in the mid-to-late portion of the month..

As January marks the first month of the calendar year, year-to-date performance reflects these same results and provides a solid foundation as we move into 2026.

[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	57.4%	-13.3%	\$79.96	-7.7%	\$45.90	-20.0%
Beaches	59.1%	-3.9%	\$149.30	-5.3%	\$88.25	-9.0%
Downtown	67.2%	9.5%	\$148.87	-1.5%	\$100.10	7.9%
Northside/Airport	59.1%	-12.5%	\$96.86	-6.9%	\$57.20	-18.6%
Southside/Mandarin	68.2%	-1.2%	\$105.33	-1.8%	\$71.82	-2.9%
Westside	60.4%	-13.6%	\$95.35	-5.2%	\$57.61	-18.1%

Year to Dates Stats by Areas

By Area:

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Occupancy Segmentation

Segment

	<i>Current Month</i>	<i>% of change</i>	<i>Year to Date</i>	<i>% of change</i>
Transient	51.6%	-1.7%	51.6%	-1.7%
Group	10.2%	-8.1%	10.2%	-8.1%
Contract	2.6%	-18.9%	2.6%	-18.9%
Total	64.4%	-3.6%	64.4%	-3.6%