

Monthly Stats (Duval County):

Monthly	Current Month	% of change	Year to Date	% of change
Occupancy	71.0%	2.4%	69.9%	0.2%
ADR	\$115.44	2.4%	\$119.41	0.5%
RevPAR	\$81.91	4.9%	\$83.49	0.7%
Room Revenue	\$50,745,085	7.6%	\$354,600,179	3.9%



EXECUTIVE SUMMARY:

Duval County tourism achieved its strongest July on record, with countywide hotel performance improving across all key STR metrics.

Occupancy reached 71.0%, an increase of 2.4% compared with July 2025. Demand, measured by rooms sold, grew 5.1%, even as the market continued to absorb new hotel supply added over the past year. Average daily rate (ADR) also increased 2.4%, reaching \$115.44. As a result, room revenue rose by more than \$3 million year over year to \$50.7 million.

Every Duval County submarket recorded growth in both revenue per available room (RevPAR) and room revenue. Downtown led the county with an 11.8% increase, while the Arlington, Beaches, and Southside submarkets each achieved room revenue growth of more than 5%. Southside continued to demonstrate strong demand growth while successfully absorbing new hotel inventory.

Year to date, Duval County remains ahead of 2025 across all key STR performance metrics. Room revenue has increased 3.9% to \$354.6 million, approximately \$13.4 million more than during the same period last year. Downtown and Southside posted year-to-date room revenue gains of 10.8% and 4.4%, respectively.

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

[CoStar/STR Methodology](#)

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Duval County STR Report – January 2026

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	67.9%	7.3%	\$77.70	-1.4%	\$52.73	5.8%
Beaches	79.5%	1.8%	\$201.93	3.2%	\$160.61	5.0%
Downtown	70.3%	4.3%	\$141.18	7.2%	\$99.25	11.8%
Northside/Airport	67.3%	0.9%	\$97.30	4.2%	\$65.49	5.1%
Southside/Mandarin	71.8%	0.7%	\$106.45	2.1%	\$76.44	2.8%
Westside	68.0%	3.8%	\$94.74	-2.7%	\$64.45	1.0%

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	64.9%	0.4%	\$80.90	-4.5%	\$52.54	-4.1%
Beaches	74.6%	-0.9%	\$191.28	-1.9%	\$142.75	-2.8%
Downtown	72.0%	5.6%	\$155.28	4.9%	\$111.80	10.7%
Northside/Airport	64.9%	-3.2%	\$100.72	-0.9%	\$65.38	-4.0%
Southside/Mandarin	71.4%	0.1%	\$111.94	1.4%	\$79.98	1.5%
Westside	67.6%	-2.3%	\$98.94	-1.9%	\$66.89	-4.1%

Occupancy Segmentation

Segment	<i>Current Month</i>	<i>% of change</i>	<i>Year to Date</i>	<i>% of change</i>
Transient	57.1%	3.9%	55.8%	0.6%
Group	10.7%	-4.2%	11.0%	-0.9%
Contract	3.2%	-0.3%	3.1%	-2.3%
Total	71.0%	2.4%	69.9%	0.2%