



DUVAL COUNTY STR REPORT - June 2024

SUMMARY:

In June 2024, STR/CoStar reported a mixed performance for the US hotel industry, with occupancy rates declining in three of the four weeks. Duval County mirrored this trend, experiencing a drop in occupancy for the month, ending at 66.6%. This represents a 4.6% decrease compared to June 2023. Notably, the Arlington hotels were the only area in the county to see growth. Conversely, the Downtown area hotels experienced the most significant decline, with occupancy dropping by 9.1% in the month to a low of 57.3%.

Despite a 2.1% increase in nightly supply due to the addition of almost 400 new rooms since June 2023. The overall demand (rooms sold) decreased by only 2.6%. The Average Daily Rate (ADR) fell to \$110.85, a loss of \$4.18 and room revenue saw a 6.2% decline, amounting to \$42,576,638.

Year-to-date figures show an occupancy rate of 70.6%, a 3.2% decrease compared to the same period in 2023. Demand has seen a smaller decline of 1.8%, partially offset by the new supply. Room revenue is \$287,878,896, reflecting a 3.8% decrease year over year.

STR/CoStar continues to highlight a disparity in performance across different market segments. The luxury travel segment is growing, while economy and midscale properties are experiencing challenges. Factors such as rising credit card debt are curbing travel spending for lower-income households, which in turn impacts overall demand. Isaac Collazo, STR's Vice President of Analytics, noted that high-income households continue to spend, being less affected by inflation, which benefits the demand for upper upscale, upscale, and luxury hotels.

Monthly Stats (Duval County):

	<i>Current Month</i>	<i>% of change</i>	<i>Year to Date</i>	<i>% of change</i>
Occupancy	66.6%	-4.6%	70.6%	-3.2%
ADR	\$110.85	-3.6%	\$118.42	-2.0%
RevPAR	\$73.87	-8.1%	\$83.57	-5.1%
Room Revenue	\$42,576,638	-6.2%	\$287,878,896	-3.8%

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>
<i>Arlington</i>	65.1%	3.0%	\$80.35	-4.5%	\$52.30	-1.7%
<i>Beaches</i>	77.6%	-4.4%	\$188.85	-2.7%	\$146.56	-6.9%
<i>Downtown</i>	57.3%	-9.1%	\$132.46	-4.7%	\$75.86	-13.4%
<i>Northside/Airport</i>	61.6%	-6.2%	\$95.14	-5.0%	\$58.61	-10.9%
<i>Southside/Mandarin</i>	69.9%	-4.7%	\$100.33	-3.1%	\$70.15	-7.6%
<i>Westside</i>	61.3%	-4.2%	\$97.63	-6.0%	\$59.85	-10.0%

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>
<i>Arlington</i>	70.1%	1.1%	\$83.96	-4.0%	\$58.88	-2.9%
<i>Beaches</i>	75.7%	-6.2%	\$190.39	-3.4%	\$144.05	-9.4%
<i>Downtown</i>	65.3%	-3.5%	\$150.88	-1.3%	\$98.56	-4.7%
<i>Northside/Airport</i>	68.5%	-1.8%	\$101.60	-2.5%	\$69.63	-4.2%
<i>Southside/Mandarin</i>	73.2%	-3.4%	\$109.29	-2.2%	\$79.97	-5.6%
<i>Westside</i>	64.9%	-6.7%	\$103.74	-3.2%	\$67.32	-9.7%

Occupancy Segmentation:

	<i>Current Month</i>	<i>% of change</i>	<i>Year to Date</i>	<i>% of change</i>
<i>Transient</i>	56.3%	-2.9%	56.7%	-2.1%
<i>Group</i>	7.0%	-19.9%	10.6%	-10.7%
<i>Contract</i>	3.4%	5.7%	3.3%	6.0%
<i>Total</i>	66.6%	-4.6%	70.6%	-3.2%

Source: STR