

Monthly Stats (Duval County):

Monthly	Current Month	% of change	Year to Date	% of change
Occupancy	69.0%	5.3%	69.7%	-0.1%
ADR	\$113.80	1.9%	\$120.10	0.2%
RevPAR	\$78.50	7.2%	\$83.76	0%
Room Revenue	\$47,268,788	10.5%	\$303,840,191	3.3%



EXECUTIVE SUMMARY:

Duval County tourism continued its positive momentum in June, marking the fifth month of overall year-over-year growth in 2026. June recorded the strongest Room Revenue percentage increase of the year at 10.5%. Room Revenue reached \$47,268,788—approximately \$4.5 million more than in June 2025. Occupancy increased 5.3% to 69.0%, while demand, or rooms sold, grew 8.4%. ADR also strengthened, rising 1.9% to \$113.80.

All six Duval County submarkets achieved growth in both Occupancy and Room Revenue. The Downtown and Arlington submarkets recorded double-digit increases in RevPAR and Room Revenue. The Southside submarket also continued its strong performance, reporting growth across all key STR metrics while successfully absorbing the new hotel supply added since June 2025.

Year to date, Room Revenue has reached \$303,840,191, an increase of more than \$9.7 million compared with the same period in 2025. Demand is up 3.1%, nearly keeping pace with the market's 3.3% increase in room supply. Year-to-date Occupancy stands at 69.7%, with ADR at \$120.10. Two of the six submarkets have achieved growth in both RevPAR and Room Revenue, led by the Downtown submarket with a 10.6% increase in Room Revenue.

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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	64.2%	10.8%	\$80.48	1.5%	\$51.69	12.4%
Beaches	79.1%	6.7%	\$184.90	-6.1%	\$146.21	0.2%
Downtown	68.9%	10.2%	\$146.78	7.7%	\$101.07	18.7%
Northside/Airport	64.0%	2.0%	\$95.90	1.4%	\$61.41	3.4%
Southside/Mandarin	69.8%	2.9%	\$104.88	4.0%	\$73.20	7.0%
Westside	65.8%	2.5%	\$94.90	-1.0%	\$62.46	1.5%

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	64.4%	-0.7%	\$81.48	-4.9%	\$52.51	-5.6%
Beaches	73.8%	-1.4%	\$189.31	-2.8%	\$139.69	-4.2%
Downtown	72.3%	5.8%	\$157.63	4.5%	\$113.95	10.5%
Northside/Airport	64.5%	-3.8%	\$101.31	-1.6%	\$65.36	-5.4%
Southside/Mandarin	71.4%	0%	\$112.88	1.3%	\$80.57	1.3%
Westside	67.5%	-3.3%	\$99.67	-1.7%	\$67.31	-4.9%

Occupancy Segmentation

Segment	<i>Current Month</i>	<i>% of change</i>	<i>Year to Date</i>	<i>% of change</i>
Transient	56.7%	2.6%	55.5%	0.1%
Group	9.0%	33.5%	11.1%	-0.4%
Contract	3.2%	-7.9%	3.1%	-2.6%
Total	69.0%	5.3%	69.7%	-0.1%