

Monthly Stats (Duval County):

Monthly	Current Month	% of change	Year to Date	% of change
Occupancy	69.7%	-2.2%	70.7%	-0.8%
ADR	\$121.09	1.2%	\$121.64	1.4%
RevPAR	\$84.46	-1.1%	\$86.05	0.6%
Room Revenue	\$50,680,532	0.2%	\$251,499,321	2.5%



EXECUTIVE SUMMARY:

The month of May marks the eighth consecutive month of Room Revenue growth for Duval County tourism—a strong indicator of sustained momentum. Room Revenue for the month totaled \$50.7 million, representing continued confidence and travel interest in the destination.

The Average Daily Rate (ADR) for May was \$121.09, a year-over-year increase of \$1.40 compared to May 2024. Occupancy for the month reached 69.7%, and while this reflects a slight decrease of 2.2%, it's important to note that room supply has grown by 1.3% over the past year, offering more choices for visitors. Demand (rooms sold) remained nearly even with last year, down less than 1%. Major events, including the NCAA Track & Field Championships at the end of the month, contributed to the strong performance and helped bolster key metrics.

At the submarket level, two areas showed impressive RevPAR (Revenue per Available Room) growth; the Beaches hotels experienced a robust 4.8% increase, and the Southside/Mandarin hotels saw a 1.8% gain Year-to-date, Duval County has generated \$251.5 million in Room Revenue, an increase of \$6.2 million over the same period in 2024. Occupancy YTD is 70.7%, a modest change of -0.8%, while demand is up 1.1%. Room supply has grown 1.9% compared to the previous year, reflecting ongoing development and confidence in the market.

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

[Jacksonville Forecast](#)

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Duval County STR Report - MAY 2025

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	61.6%	-10.6%	\$85.41	1.7%	\$52.62	-9.1%
Beaches	78.9%	0.9%	\$206.41	3.9%	\$162.83	4.8%
Downtown	71.4%	1.0%	\$146.14	-6.2%	\$104.28	-5.2%
Northside/Airport	64.5%	-5.8%	\$99.16	-1.4%	\$63.99	-7.1%
Southside/Mandarin	71.9%	-1.8%	\$112.64	3.7%	\$80.97	1.8%
Westside	66.3%	3.8%	\$97.48	-5.3%	\$64.61	-1.6%

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	66.3%	-6.6%	\$85.41	1.7%	\$52.62	-9.1%
Beaches	75.4%	0.8%	\$206.41	3.9%	\$162.83	4.8%
Downtown	69.5%	2.6%	\$146.14	-6.2%	\$104.28	-5.2%
Northside/Airport	67.8%	-2.9%	\$99.16	-1.4%	\$63.99	-7.1%
Southside/Mandarin	72.2%	-2.2%	\$112.64	3.7%	\$80.97	1.8%
Westside	70.9%	8.3%	\$97.48	-5.3%	\$64.61	-1.6%

Occupancy Segmentation

Segment	<i>Current Month</i>	<i>% of change</i>	<i>Year to Date</i>	<i>% of change</i>
Transient	53.8%	-9.2%	55.6%	-2.1%
Group	12.6%	46.3%	12.0%	7.0%
Contract	3.3%	-3.4%	3.2%	-3.2%
Total	69.7%	-2.2%	70.7%	-0.8%