



DUVAL COUNTY STR REPORT - August 2024

SUMMARY:

Duval County's tourism sector showed varied results in August 2024. Occupancy for the month reached 63.7%, and while this marks a slight decline from last year, it's important to note that more rooms were sold due to the increase in available supply since August 2023. The Average Daily Rate (ADR) was \$106.80, about a dollar lower than the previous year. Despite the slightly lower ADR, room revenue still saw a small boost over August 2023, totaling \$40,498,692.

Likely driven by a few large fraternal groups, the Downtown area stood out as the only region with growth in Revenue Per Available Room (RevPAR), which was driven by higher occupancy. However, year-to-date, all areas have seen RevPAR declines except for Arlington, which experienced a slight increase in occupancy growth.

Looking at the year-to-date figures, the overall occupancy rate 69.2%, with a modest decline of 2.8%. Room demand is down only 1.2% despite the increased supply, while ADR has dipped by 1.9%. Year-to-date room revenue is down by 3.1%, reflecting the challenges of the current Florida market.

Monthly Stats (Duval County):

	<i>Current Month</i>	<i>% of change</i>	<i>Year to Date</i>	<i>% of change</i>
Occupancy	63.7%	-1.1%	69.2%	-2.8%
ADR	\$106.80	-1.0%	\$116.26	-1.9%
RevPAR	\$68.00	-2.1%	\$80.51	-4.7%
Room Revenue	\$40,498,692	0.5%	\$373,217,526	-3.1%

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>
Arlington	62.6%	-1.5%	\$79.47	-1.7%	\$49.73	-3.2%
Beaches	66.2%	-6.1%	\$171.27	1.2%	\$113.38	-5.0%
Downtown	64.1%	10.7%	\$124.59	-5.2%	\$79.89	4.9%
Northside/Airport	59.2%	-4.0%	\$92.28	-4.1%	\$54.61	-7.9%
Southside/Mandarin	65.9%	-1.7%	\$99.87	1.2%	\$65.79	-0.5%
Westside	58.6%	-1.0%	\$94.18	-6.7%	\$55.21	-7.1%

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>
Arlington	68.4%	0.7%	\$83.20	-3.1%	\$56.94	-2.4%
Beaches	74.4%	-6.3%	\$189.00	-2.9%	\$140.60	-8.9%
Downtown	64.5%	-1.7%	\$144.88	-2.3%	\$93.52	-3.9%
Northside/Airport	66.7%	-1.9%	\$99.73	-2.6%	\$66.53	-4.5%
Southside/Mandarin	71.9%	-3.0%	\$107.36	-1.5%	\$77.20	-4.5%
Westside	63.5%	-5.6%	\$101.63	-3.9%	\$64.56	-9.4%

Occupancy Segmentation:

	<i>Current Month</i>	<i>% of change</i>	<i>Year to Date</i>	<i>% of change</i>
Transient	51.0%	-3.8%	55.8%	-2.4%
Group	9.2%	15.7%	10.2%	-7.2%
Contract	3.4%	1.7%	3.3%	4.6%
Total	63.7%	-1.1%	69.2%	-2.8%

Source: STR