DUVAL COUNTY STR REPORT - December 2024

SUMMARY:

December 2024 was a record-breaking month for tourism in Duval County, showcasing growth and success across key performance metrics. Occupancy rates experienced a significant increase of 5.5%, reaching an impressive 67.8%, this is the highest Occupancy rate for any December. This surge in demand led to over 29,000 additional guestrooms being sold compared to December 2023. Additionally, room revenue soared to $43,613,242; marking a growth of nearly $2 million over the previous year. This Room Revenue is also the highest for a December in Duval County's history. Notably, four out of the six areas within the county achieved RevPAR (Revenue Per Available Room) growth, highlighting the widespread success of the tourism sector.

Year-to-date performance remains closely aligned with 2023 levels, demonstrating resilience and steady progress. Although overall occupancy experienced a slight decline, demand—measured by the total number of rooms sold—grew by 1.0%, driven by the additional supply introduced in 2024. The Arlington area stood out as the only area to achieve RevPAR growth for the year, while the Southside/Mandarin and Northside/Airport areas experienced only minor losses, largely attributable to the introduction of new hotels in these markets.

The month of December saw growth across all market segments, reinforcing the strength of Duval County's tourism industry. Over the course of the year, the contract segment* was the only one to achieve growth, while the transient segment experienced only a marginal occupancy decline of 0.5%.

*A consistent block of rooms committed at stipulated contract rates for an extended period over 30 days with payment guaranteed regardless of use, such as for airline crews and permanent guests. This type of data is categorized as "contract" in segmentation calculations.

Monthly Stats (Duval County):

	Current Month	% of change	Year to Date	% of change
Occupancy	67.8%	5.5%	68.9%	-0.9%
ADR	$107.88	-3.0%	$114.77	-1.6%
RevPAR	$73.10	2.3%	$79.11	-2.5%
Room Revenue	$43,613,242	4.7%	$552,361,783	-0.6%

Monthly Stats by Areas (Duval County):

By Area:	Occupancy	% of change	ADR	% of change	RevPAR	% of change
Arlington	68.5%	7.9%	$86.83	4.6%	$59.45	12.9%
Beaches	64.7%	-2.5%	$154.52	-7.3%	$99.93	-9.7%
Downtown	55.6%	4.4%	$131.99	-18.3%	$73.35	-14.7%
Northside/Airport	67.6%	4.1%	$101.51	6.8%	$68.67	11.2%
Southside/Mandarin	71.9%	6.5%	$101.16	0.0%	$72.75	6.6%
Westside	65.9%	7.5%	$101.25	1.7%	$66.77	9.3%

Year to Dates Stats by Areas (Duval County):

By Area:	Occupancy	% of change	ADR	% of change	RevPAR	% of change
Arlington	68.1%	1.8%	$83.42	-0.8%	$56.81	0.9%
Beaches	71.8%	-5.6%	$181.07	-3.3%	$130.09	-8.7%
Downtown	63.6%	-0.9%	$146.41	-3.1%	$93.18	-4.0%
Northside/Airport	66.5%	-1.1%	$99.87	-0.4%	$66.38	-1.5%
Southside/Mandarin	71.7%	-0.6%	$105.97	-0.7%	$76.00	-1.3%
Westside	64.8%	-1.0%	$101.66	-3.2%	$65.83	-4.2%

Occupancy Segmentation:

	Current Month	% of change	Year to Date	% of change
Transient	56.9%	3.8%	56.0%	-0.5%
Group	7.1%	13.2%	9.5%	-5.7%
Contract	3.8%	19.8%	3.4%	6.9%
Total	67.8%	5.5%	68.9%	-0.9%

Source: STR