



DUVAL COUNTY STR REPORT - February 2023

SUMMARY:

Room Revenue for Duval County for February was an all-time February high for our area at \$46.3 million. This is 15% higher than 2022 revenue and approximately \$8 million more than 2019. In addition, February 2023 saw higher demand (rooms sold) than the past few years including pre-COVID demand in 2019. Occupancy for the month totaled 77.1%, 3.9% higher than the prior year. Average Rate was \$118.66, \$12 higher than in February 2022.

All areas of Duval County saw growth in all three STR performance measurements except for the Westside hotels who saw growth in average rate and room revenue, but a slight loss in occupancy. Downtown hotels had the largest RevPAR growth for the month at 30%. Downtown hotels had balanced growth from both ADR and occupancy increases.

Year-to-date, Room Revenue is \$89.3 million, a \$12 million growth from the YTD of 2022. Occupancy is at 73.0% and ADR is \$114.21, YTD.

Occupancy segmentation shows group is making a strong come back. The percentage of change YTD is 28.0% over 2022. The transient segment is up 2.8% YTD and contract segmentation is down 5.2%.

Monthly Stats (Duval County):

	Current Month	% of change	Year to Date	% of change
Occupancy	77.1%	3.9%	73.0%	5.8%
ADR	\$118.66	12.0%	\$114.21	12.2%
RevPAR	\$91.48	16.4%	\$83.39	18.7%
Room Revenue	\$46,380,381	15.0%	\$89,370,252	17.6%

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	79.6%	4.2%	\$92.35	15.6%	\$73.48	20.4%
Beaches	82.7%	8.6%	\$181.27	7.1%	\$153.46	16.4%
Downtown	67.4%	12.8%	\$154.00	15.0%	\$103.78	29.7%
Northside/Airport	78.2%	0.6%	\$102.49	11.1%	\$80.14	11.8%
Southside/Mandarin	79.8%	5.8%	\$109.27	10.7%	\$87.23	17.1%
Westside	73.7%	-3.7%	\$107.63	12.6%	\$79.35	8.4%

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	77.3%	3.8%	\$89.92	14.8%	\$69.48	19.1%
Beaches	77.9%	12.0%	\$166.75	5.5%	\$129.85	18.2%
Downtown	64.0%	15.5%	\$152.00	18.2%	\$97.22	36.5%
Northside/Airport	74.3%	3.1%	\$98.53	10.1%	\$73.18	13.4%
Southside/Mandarin	75.4%	6.8%	\$106.10	10.7%	\$80.00	18.2%
Westside	70.2%	-0.6%	\$103.75	12.8%	\$72.79	12.1%

Occupancy Segmentation:

	<i>Current Month</i>	<i>% of change</i>	<i>Year to Date</i>	<i>% of change</i>
Transient	61.8%	0.3%	58.2%	2.8%
Group	12.3%	27.3%	11.9%	28.0%
Contract	3.0%	4.1%	2.8%	-5.2%
Total	77.1%	3.9%	73.0%	5.8%

Source: STR