



# DUVAL COUNTY STR REPORT - OCTOBER 2024

## Monthly Stats (Duval County):

	<i>Current Month</i>	<i>% of change</i>	<i>Year to Date</i>	<i>% of change</i>
<b>Occupancy</b>	71.0%	4.0%	68.8%	-2.2%
<b>ADR</b>	\$115.22	-2.2%	\$115.30	-2.1%
<b>RevPAR</b>	\$81.66	1.7%	\$79.36	-4.3%
<b>Room Revenue</b>	\$48,768,041	3.9%	\$460,946,082	-2.5%

### SUMMARY:

October was a strong month for tourism in Duval County, marked by positive trends and growth in key metrics. Hotel occupancy reached 71%, driven by a 6.2% increase in demand (rooms sold) compared to October 2023. Room revenue also saw a notable boost, growing nearly 4% to \$48.8 million. This is especially encouraging given the calendar shift of the FL vs. GA event to November this year, which traditionally bolstered October’s numbers. While there was a slight decrease in the average daily rate (ADR), this can largely be attributed to this scheduling change for a major event.

Duval County Occupancy outperformed neighboring Nassau and St. Johns counties, which both experienced occupancy declines. Within Duval, four of its six submarkets recorded higher room sales in October 2024 compared to the previous year, even with the addition of new hotel inventory. In the Airport/Northside area, occupancy percentages dipped due to added supply, but the number of rooms sold still increased by 1.2%—a promising indicator of sustained demand.

Year-to-date, Duval County’s occupancy stands at 68.6%, with a slight 0.4% decline in overall demand compared to the same period last year. Despite these modest changes, room revenue remains robust at \$460.9 million year-to-date, reflecting resilience in the tourism sector and strong performance amidst evolving market dynamics.

## 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>
<i>Arlington</i>	67.3%	-0.1%	\$82.69	2.9%	\$55.68	2.8%
<i>Beaches</i>	70.2%	-4.2%	\$170.74	-5.1%	\$119.94	-9.1%
<i>Downtown</i>	68.9%	6.0%	\$155.32	-8.3%	\$106.97	-2.8%
<i>Northside/Airport</i>	67.4%	-1.8%	\$101.67	2.5%	\$68.57	0.6%
<i>Southside/Mandarin</i>	73.4%	6.0%	\$105.75	-0.1%	\$77.64	5.9%
<i>Westside</i>	70.1%	12.2%	\$104.97	-1.0%	\$73.56	11.1%

## 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>
<i>Arlington</i>	67.7%	0.4%	\$82.76	-2.2%	\$56.04	-1.8%
<i>Beaches</i>	72.9%	-6.4%	\$184.66	-3.2%	\$134.72	-9.4%
<i>Downtown</i>	64.3%	-2.0%	\$145.37	-3.1%	\$93.47	-5.0%
<i>Northside/Airport</i>	65.9%	-2.3%	\$99.45	-1.8%	\$65.58	-4.1%
<i>Southside/Mandarin</i>	71.5%	-2.0%	\$106.46	-1.3%	\$76.15	-3.3%
<i>Westside</i>	64.1%	-3.3%	\$101.44	-4.1%	\$64.98	-7.3%

## Occupancy Segmentation:

	<i>Current Month</i>	<i>% of change</i>	<i>Year to Date</i>	<i>% of change</i>
<i>Transient</i>	57.6%	3.9%	55.6%	-1.6%
<i>Group</i>	9.9%	2.5%	9.8%	-7.8%
<i>Contract</i>	3.6%	9.3%	3.4%	5.6%
<i>Total</i>	71.0%	4.0%	68.8%	-2.2%

Source: STR