

Monthly Stats (Duval County):

Weekly	Current Week	% of change	Month to Date	% of change
Occupancy	65.1%	-2.6%	64.8%	-2.6%
ADR	\$110.14	-3.0%	\$109.96	-2.1%
RevPAR	\$71.69	-5.5%	\$71.23	-4.6%
Room Revenue	\$10,003,669	-2.6%	\$34,075,073	-1.7%



During the week of January 18, Duval County experienced a modest decrease in occupancy percentage. More rooms were sold than during the same week in 2025, demonstrating continued visitor demand. The decline in occupancy rate is due to the addition of new hotel supply since January 2025, which naturally impacts the percentage sold.

Overall demand (rooms sold) increased by 0.4%, reflecting steady visitor interest. ADR for the week saw a slight softening of approximately \$3.25, and room revenue showed a minimal decrease of 2.6% compared to the same week last year.

Several submarkets performed especially well. The Southside/Mandarin area posted growth across all key STR metrics and expanded its hotel supply by 3.0% since January 2025. Both the Beaches and Downtown areas also outperformed last year in terms of rooms sold. These trends point to overall positive momentum for Duval County tourism.

Month-to-date, occupancy percentage shows a small decrease; however, total demand continues to exceed last year, with nearly 1,200 additional rooms sold. Room revenue remains largely stable, showing only a slight 1.7% decrease compared to the same period in 2025.

Weekly By Area

Source: STR

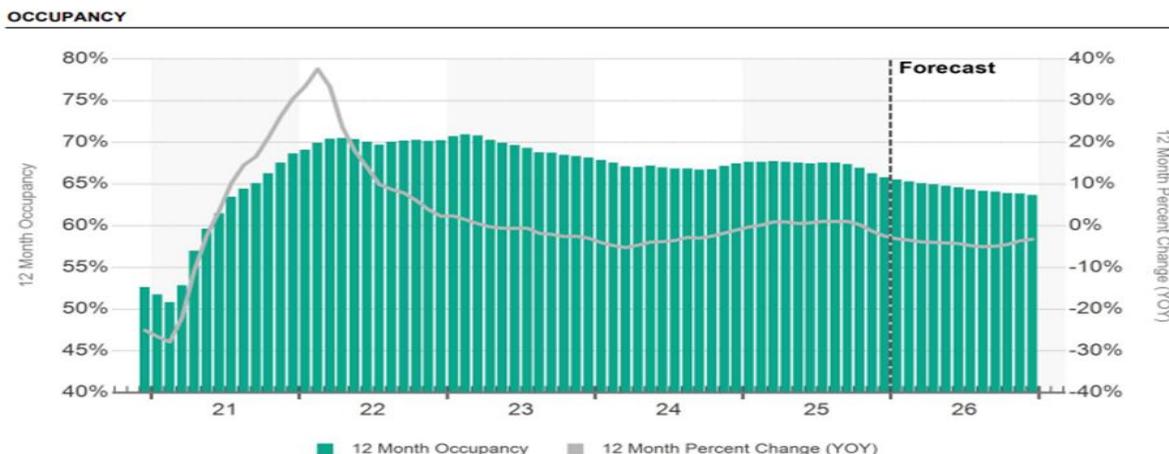
	Occupancy	% of change	ADR	% of change	RevPAR	% of change
Arlington	56.5%	-11.1%	\$78.42	-9.9%	\$44.32	-19.9%
Beaches	59.5%	2.3%	\$144.10	-9.3%	\$85.70	-7.2%
Downtown	65.7%	1.9%	\$144.60	-4.5%	\$95.00	-2.6%
Northside/Airport	58.8%	-12.8%	\$96.75	-6.3%	\$56.92	-18.3%
Southside/Mandarin	70.3%	1.4%	\$108.36	0.7%	\$76.18	2.1%
Westside	59.5%	-14.1%	\$93.98	-5.5%	\$55.95	-18.8%

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

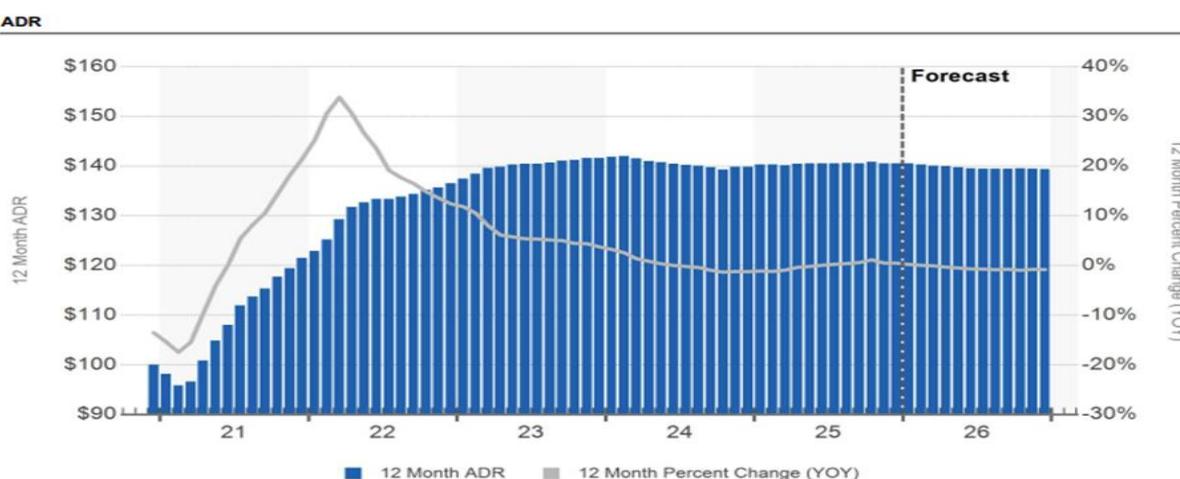
[CoStar/STR Methodology](#)

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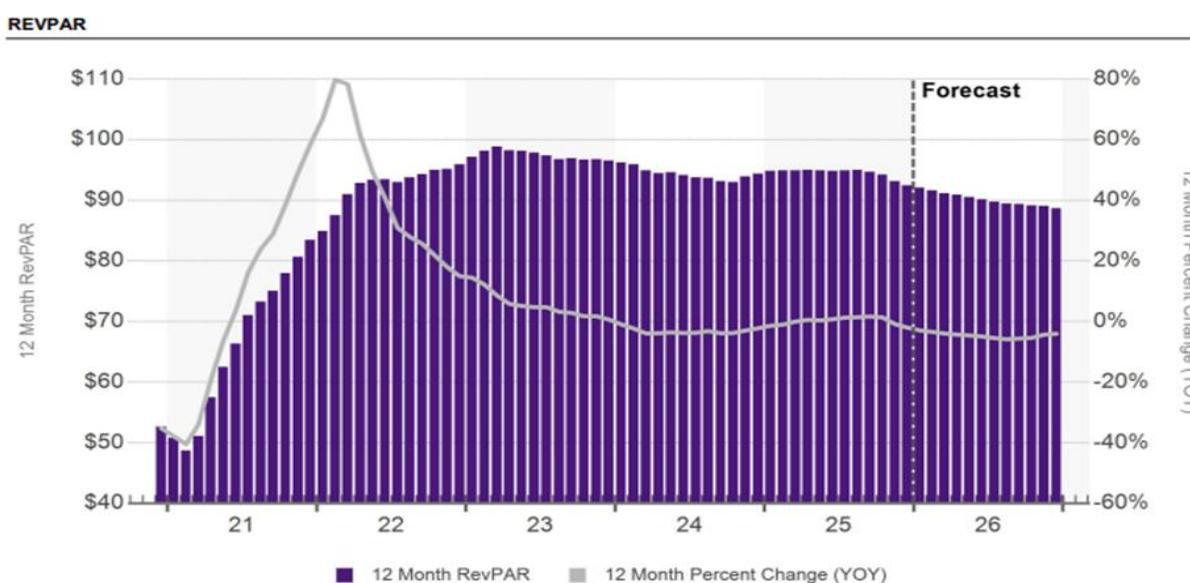
Occupancy History and Forecast for NE Florida



ADR History and Forecast for NE Florida



RevPAR History and Forecast for NE Florida



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