Duval County STR Report – October 18, 2026

Weekly Stats (Duval County):

Weekly	Current Week	% of change	Month to Date	% of change
Occupancy	64.5%	2.7%	66.0%	2.8%
ADR	$112.54	0.8%	$113.71	0.9%
RevPAR	$72.56	3.5%	$75.07	3.8%
Room Revenue	$10,225,997	4.9%	$36,273,646	5.3%

Duval County tourism continued its positive momentum during the week of October 18th, with year-over-year growth across all key STR performance metrics. Hotel demand (rooms sold) increased every day of the week, contributing to a 2.7% increase in Occupancy to 64.5%. Average Daily Rate (ADR) experienced modest growth of nearly $1 to $112.54. Room Revenue reached $10,225,997, representing an increase of nearly 5% compared to the same week in 2025.

Four of Duval County's six submarkets reported year-over-year RevPAR growth. The Downtown submarket experienced a 13.7% decline in Occupancy, primarily due to softer demand this year on Tuesday, Wednesday, and Saturday nights. The Arlington submarket recorded a decline in ADR, resulting in a decrease in RevPAR.

Month-to-date performance remains strong, with continued growth across all key STR metrics. Occupancy increased 2.8% to 66.0%, while demand grew 4.3%, reflecting the market's ability to absorb additional hotel room supply. ADR increased $1.05 to $113.71, and Room Revenue reached $36,273,646, a 5.3% increase over the same period in 2025. These results reflect continued positive momentum for Duval County's lodging industry as October progresses.

Weekly By Area

Source: STR

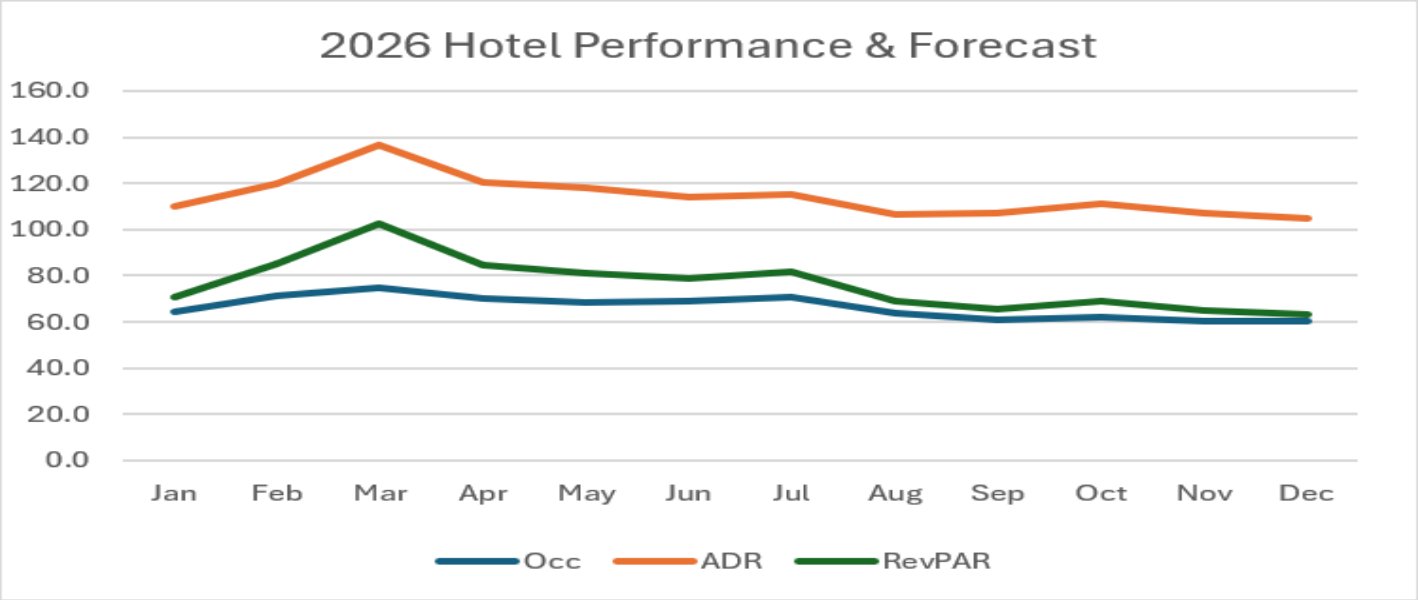
	Occupancy	*% of change*	*ADR*	*% of change*	*RevPAR*	*% of change*
Arlington	62.4%	4.8%	$76.07	-5..8%	$47.46	-1.3%
Beaches	68.4%	12.3%	$171.45	-6.6%	$117.19	4.9%
Downtown	56.7%	-13.7%	$148.36	2.5%	$84.09	-11.6%
Northside/Airport	61.1%	1.3%	$99.38	6.5%	$60.68	7.9%
Southside/Mandarin	67.6%	3.7%	$106.65	2.8%	$72.11	6.6%
Westside	62.2%	7.0%	$93.82	0.6%	$58.36	7.6%

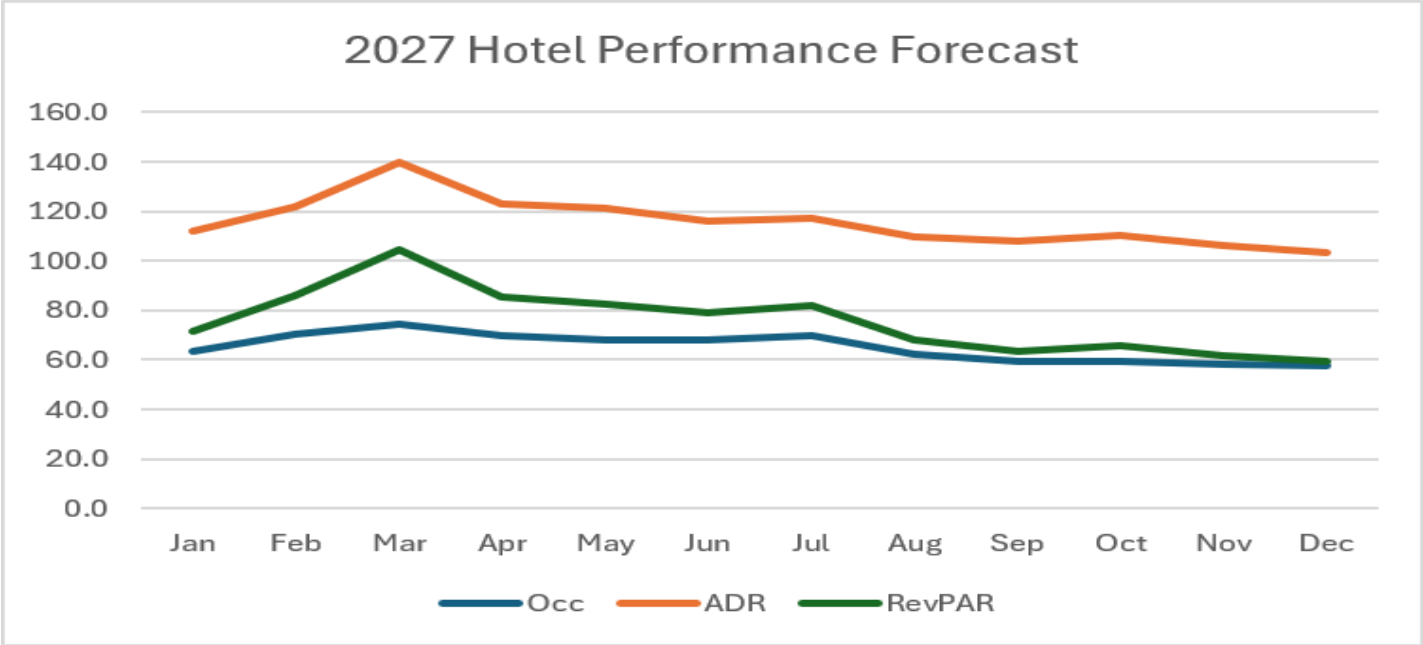
Large Groups & Events 2018-2028

CoStar/STR Methodology

Research & Development

Duval County STR Report





	Occ	% of chg	ADR	% of chg	RevPAR	% of chg
2025	66.6	-3.3	$114.02	-0.2	$76.37	-3.4
2026	66.4	-0.4	$114.88	0.2	$76.23	-0.2
2027	65.1	-2.0	$116.38	1.3	$75.71	-0.7

Historical data is from STR/CoStar. Forecast data is from Larkspur Hospitality. Forecast completed September 2026 and will be shared quarterly.