

Weekly Stats (Duval County):

Monthly	Current Month	% of change	Year to Date	% of change
Occupancy	76.4%	-3.5%	76.4%	-2.9%
ADR	\$126.68	-0.5%	\$126.68	0.9%
RevPAR	\$96.83	-4.0%	\$96.83	-2.0%
Room Revenue	\$13,591,772	-0.5%	\$13,591,772	1.5%



The week of March 1st in Duval County tourism posted performance that was very similar to the same week in 2025. Average Daily Rate was approximately \$0.75 lower than last year, and the difference in demand, measured by rooms sold, was fewer than 60 rooms. Overall occupancy reached 76.4%. While this reflects a slight decline of 0.5% compared to last year, it is important to note that the market has added 3.6% in new room supply since March 2025. Total room revenue for the week was \$13,591,772.

Weekend performance was particularly strong. Friday night delivered the most notable growth, with room revenue increasing 12.4% over last year and occupancy reaching 86.4%. This represents a 6.6% increase in demand. Saturday night also performed well, posting a strong occupancy level of 83.6%.

The Beaches and Downtown submarkets both achieved occupancy levels above 80% for the week. The Southside/Mandarin area reflected a slight decline in occupancy; however, demand in the market increased by 0.2%. This area has also experienced the largest increase in new supply, with room inventory growing by 4.3% since last year.

Month-to-date statistics closely mirror the weekly results, as the reporting period currently reflects only the first seven days of March. This is the same date range represented in the weekly data.

Weekly By Area

Source: STR

	Occupancy	% of change	ADR	% of change	RevPAR	% of change
Arlington	69.5%	-8.6%	\$84.87	-8.6%	\$58.97	-16.5%
Beaches	83.0%	2.8%	\$182.44	-3.9%	\$151.41	-1.2%
Downtown	80.3%	-0.7%	\$173.81	5.8%	\$139.59	5.0%
Northside/Airport	69.6%	-7.2%	\$114.57	0.4%	\$79.77	-6.8%
Southside/Mandarin	77.6%	-3.9%	\$118.44	-0.7%	\$91.93	-0.5%
Westside	74.6%	-6.5%	\$101.28	-5.6%	\$75.55	-11.8%

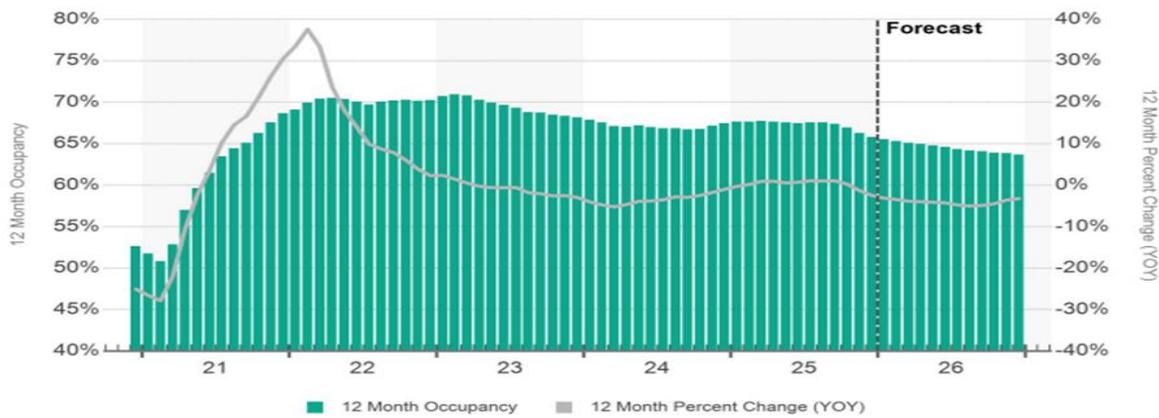
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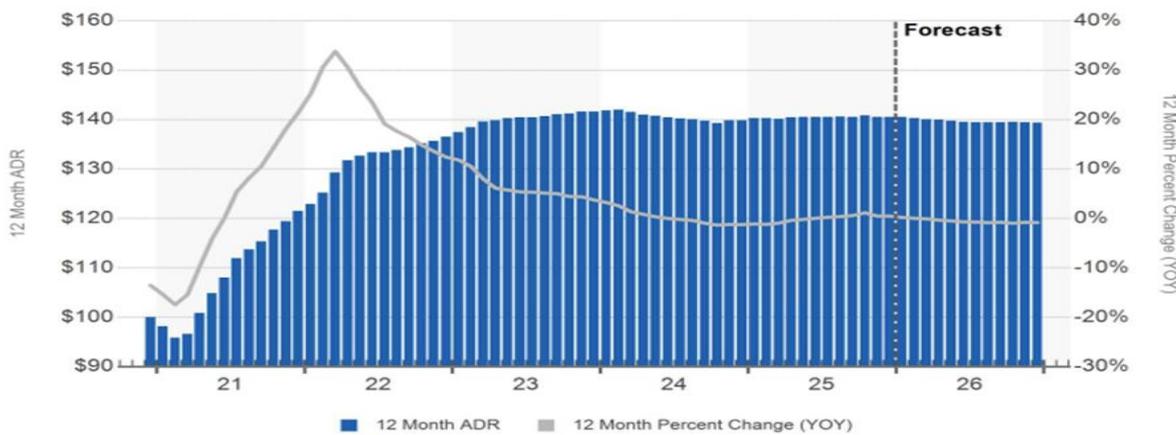
Occupancy History and Forecast for NE Florida

OCCUPANCY



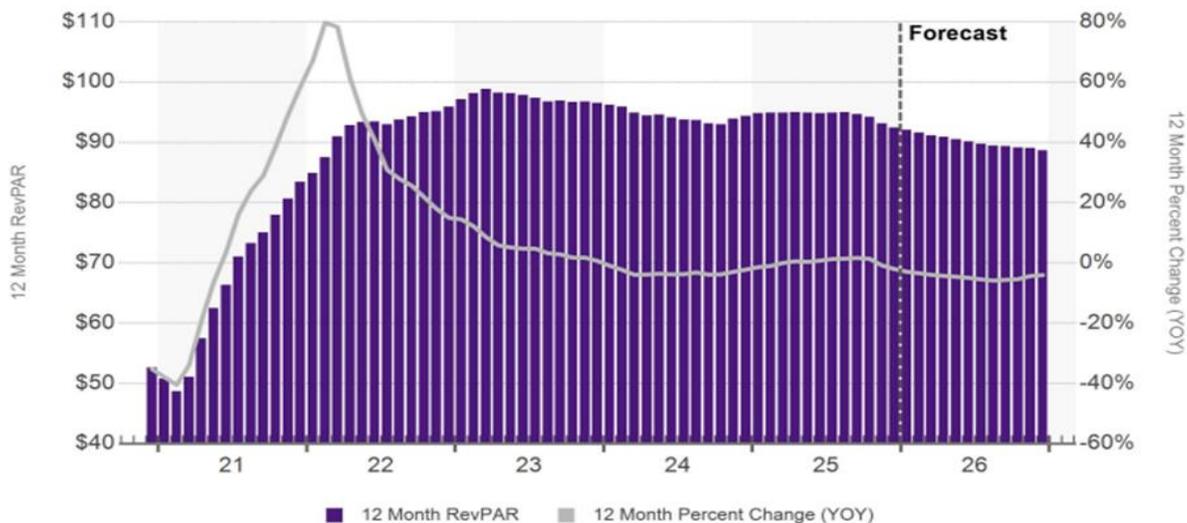
ADR History and Forecast for NE Florida

ADR



RevPAR History and Forecast for NE Florida

REVPAR



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