

Weekly Stats (Duval County):

Weekly	Current Week	% of change	Month to Date	% of change
Occupancy	64.6%	-9.4%	69.1%	-0.7%
ADR	\$113.03	-11.5%	\$118.66	-1.3%
RevPAR	\$73.01	-19.8%	\$81.97	-2.0%
Room Revenue	\$10,239,437	-17.0%	\$49,267,622	1.4%



The week of May 24 in Duval County tourism reflected expected year-over-year softness across STR key metrics. This performance was anticipated, as the comparable week in 2025 included the NCAA Track & Field East Preliminary Meet, an event that has historically generated approximately 12,000 room nights. In addition, the week included Memorial Day, which typically results in softer demand patterns.

Occupancy finished at 64.6%, down 9.4%, while ADR declined 11.5% to \$113.03. Room revenue totaled \$10,239,437, representing a 17.0% decrease, or nearly \$2 million compared to the prior year. RevPAR declined across all submarkets, reflecting the impact of the shifted event calendar and holiday-related demand trends.

Month-to-date performance remains more balanced. Occupancy is 69.1%, down slightly by 0.7%, while demand, measured by rooms sold, is up 2.7%. ADR is \$118.66, approximately \$1.50 below last year, and RevPAR is \$81.97. Room revenue month-to-date is \$49,267,622, reflecting a positive growth of 1.4%.

Weekly By Area

Source: STR

	Occupancy	% of change	ADR	% of change	RevPAR	% of change
Arlington	63.2%	1.8%	\$75.32	-14.3%	\$47.62	-12.8%
Beaches	72.3%	-12.9%	\$196.36	-6.5%	\$141.98	-18.6%
Downtown	64.4%	-3.9%	\$143.83	-0.0%	\$92.68	-4.0%
Northside/Airport	63.3%	0.2%	\$94.21	-3.3%	\$59.68	-3.1%
Southside/Mandarin	64.4%	-16.1%	\$103.21	-18.4%	\$66.51	-31.5%
Westside	62.1%	-3.4%	\$93.85	-2.0%	\$58.25	-5.3%

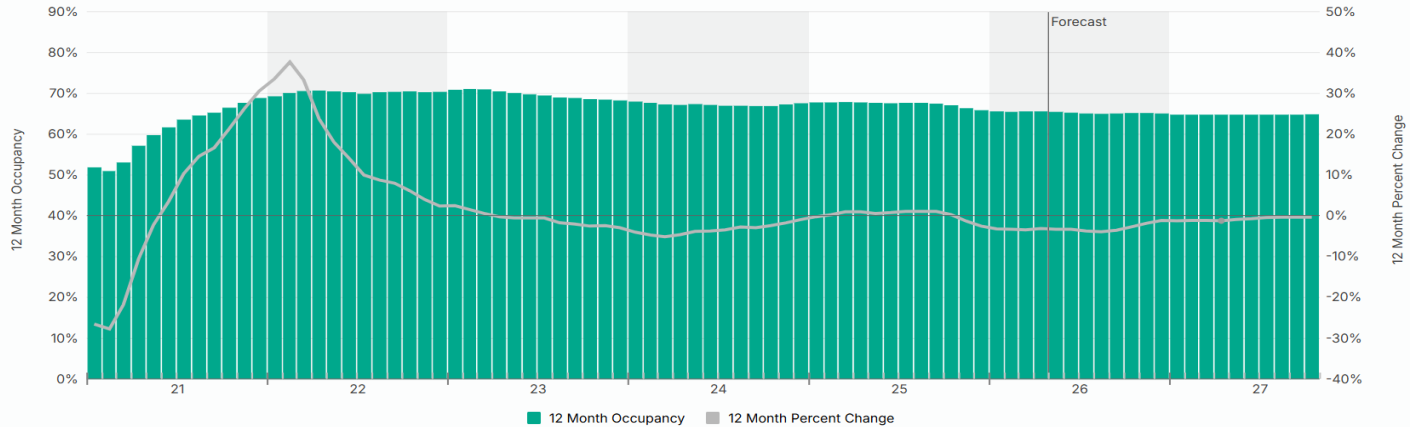
[Large Groups & Events 2018-2028](#)

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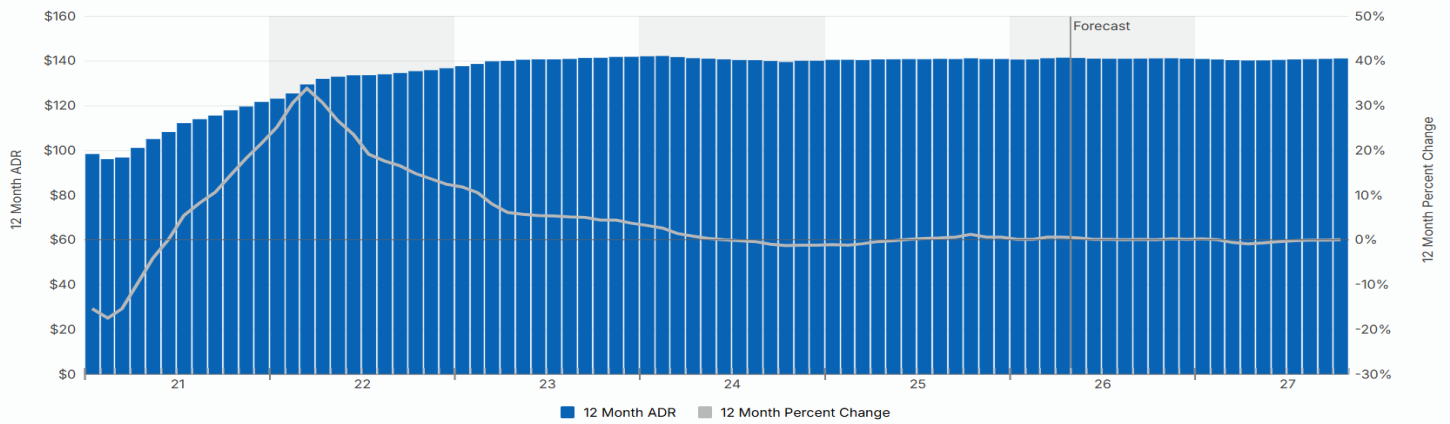
Occupancy History and Forecast for NE Florida

OCCUPANCY



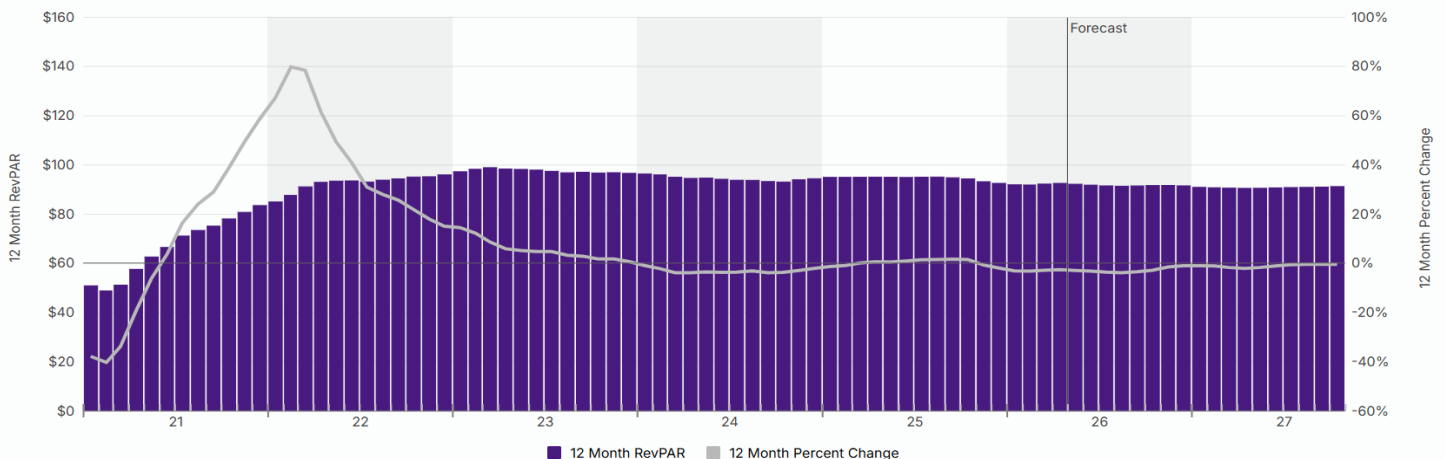
ADR History and Forecast for NE Florida

ADR



RevPAR History and Forecast for NE Florida

REVPAR



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