

## Weekly Stats (Duval County):

Weekly	Current Week	% of change	Month to Date	% of change
Occupancy	67.0%	3.6%	68.7%	-1.3%
ADR	\$113.80	1.1%	\$118.23	-1.9%
RevPAR	\$76.20	4.8%	\$81.25	-3.2%
Room Revenue	\$10,687,190	7.9%	\$50,465,477	0.2%



Duval County tourism realized growth for the week of May 31<sup>st</sup> with year-over-year growth across all key STR metrics. Room Revenue increased 7.9% compared to the same week in 2025, ending the week at \$10,687,190. Demand, measured by rooms sold, rose 6.7%, while Occupancy increased 3.6% to 67.0%. ADR also improved, growing by approximately \$1.30 to reach \$113.80.

Four of the six submarkets posted growth in both RevPAR and Revenue. Downtown was a standout performer, with RevPAR increasing 27.9%. Occupancy gains were especially strong Sunday through Thursday, likely driven by business travel and several association groups in town for conferences.

For the month-to-date period, which includes all May reporting, Occupancy finished at 68.7%, reflecting a slight decline of 1.3%. However, this decrease was influenced by the increase in room supply. Demand grew 2.2%, and Room Revenue reached \$50,465,477, representing a modest 0.2% increase.

This is encouraging news, especially given that this was an off year for the NCAA Track & Field Regionals, an event that has historically generated more than 10,000 room nights per event. While the prior week reflected the impact of not hosting the event, the remainder of the month performed well and was able to replace much of that room demand.

## Weekly By Area

Source: STR

	Occupancy	% of change	ADR	% of change	RevPAR	% of change
Arlington	61.1%	7.0%	\$75.81	-4.2%	\$46.29	2.5%
Beaches	74.9%	-1.1%	\$188.37	-5.0%	\$141.03	-6.1%
Downtown	72.4%	19.8%	\$145.58	6.8%	\$105.38	27.9%
Northside/Airport	63.9%	6.6%	\$94.86	-0.1%	\$60.60	6.5%
Southside/Mandarin	66.8%	-0.4%	\$104.27	3.2%	\$69.64	2.7%
Westside	63.9%	-1.8%	\$96.20	-2.2%	\$61.45	-4.0%

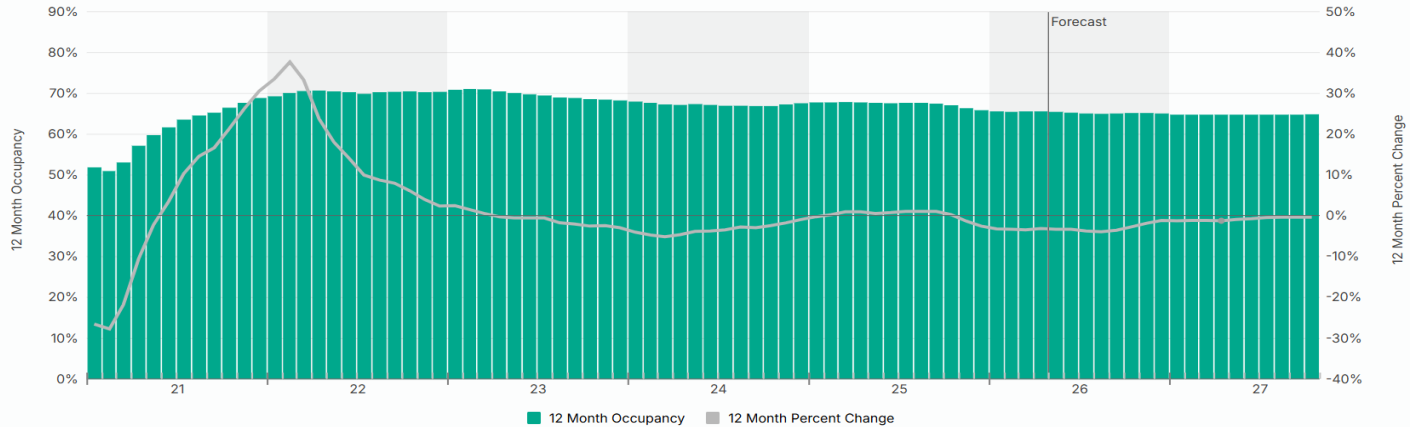
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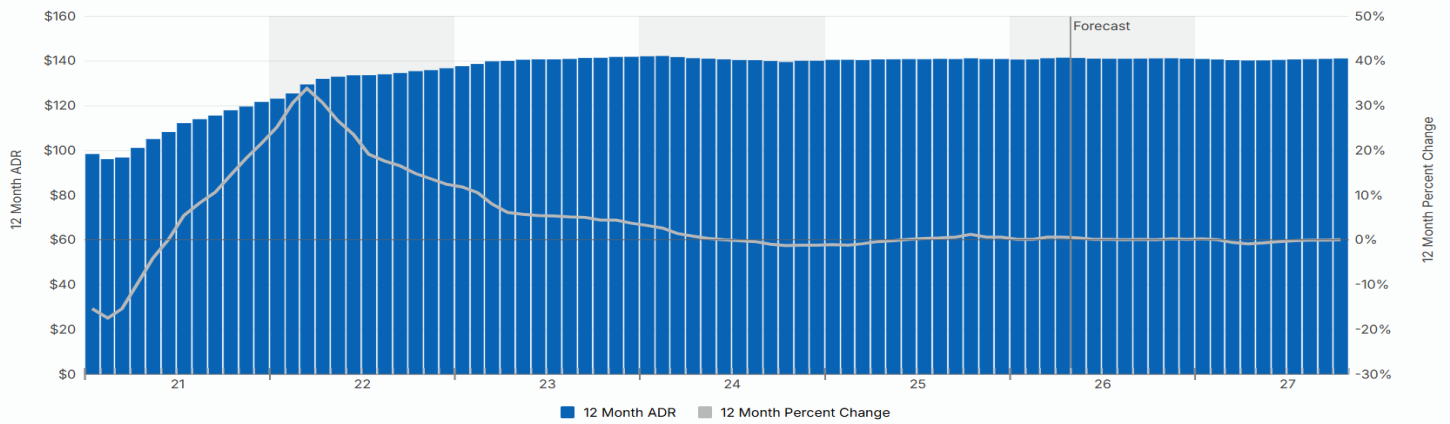
## Occupancy History and Forecast for NE Florida

### OCCUPANCY



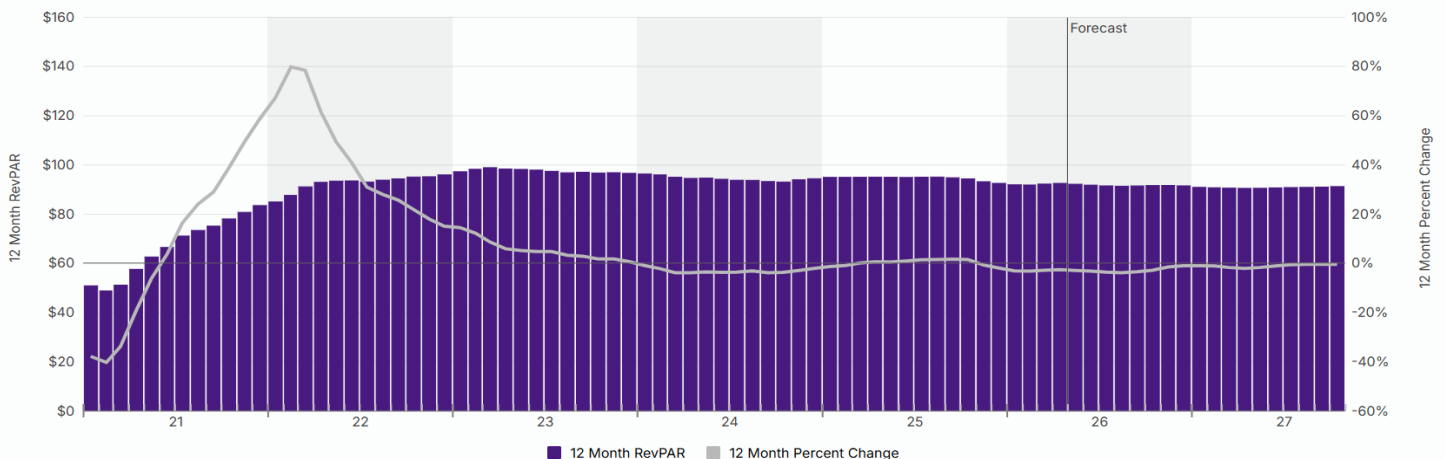
## ADR History and Forecast for NE Florida

### ADR



## RevPAR History and Forecast for NE Florida

### REVPAR



STR/CoStar no longer offers the custom city forecasts. This data is from CoStar's Hospitality Market Report.