

Weekly Stats (Duval County):

Weekly	Current Week	% of change	Month to Date	% of change
Occupancy	60.5%	4.2%	63.7%	-0.2%
ADR	\$108.57	6.9%	\$108.14	1.4%
RevPAR	\$65.70	11.3%	\$68.86	1.2%
Room Revenue	\$9,253,290	13.0%	\$42,949,229	3.9%



Historically, late August and early September are slower periods for Duval County tourism; however, the week of August 30th showed solid year-over-year growth. Occupancy increased 4.2% to 60.5%, while demand (rooms sold) grew 5.8%. ADR rose 6.9% to \$108.57, RevPAR increased 11.3% to \$65.70, and Room Revenue grew 13.0% to \$9,253,290.

Some of the growth was likely influenced by the Labor Day calendar shift, with the holiday falling on September 1st in 2025 and September 7th in 2026. Monday, August 31st, was particularly strong, with occupancy up 32.6% and RevPAR increasing more than 58% over the comparable day last year. All days except Sunday recorded RevPAR and Room Revenue gains.

All Duval County submarkets reported RevPAR and Room Revenue growth, led by the Southside with approximately 20% growth in both metrics.

Month to date, occupancy is 63.7%, down just 0.2%, while demand is up 2.5% despite additional hotel supply. ADR increased 1.4% to \$108.14, and Room Revenue is up 3.9% to \$42,949,229.

Weekly By Area

Source: STR

	Occupancy	% of change	ADR	% of change	RevPAR	% of change
Arlington	61.4%	1.4%	\$74.40	2.8%	\$45.71	4.3%
Beaches	60.7%	-4.6%	\$175.96	7.0%	\$106.88	2.1%
Downtown	51.7%	1.1%	\$133.57	1.7%	\$69.04	2.8%
Northside/Airport	58.1%	0.6%	\$95.88	10.1%	\$55.71	10.8%
Southside/Mandarin	63.3%	8.9%	\$103.84	10.2%	\$65.78	20.0%
Westside	61.9%	-0.5%	\$95.50	3.9%	\$59.13	3.5%

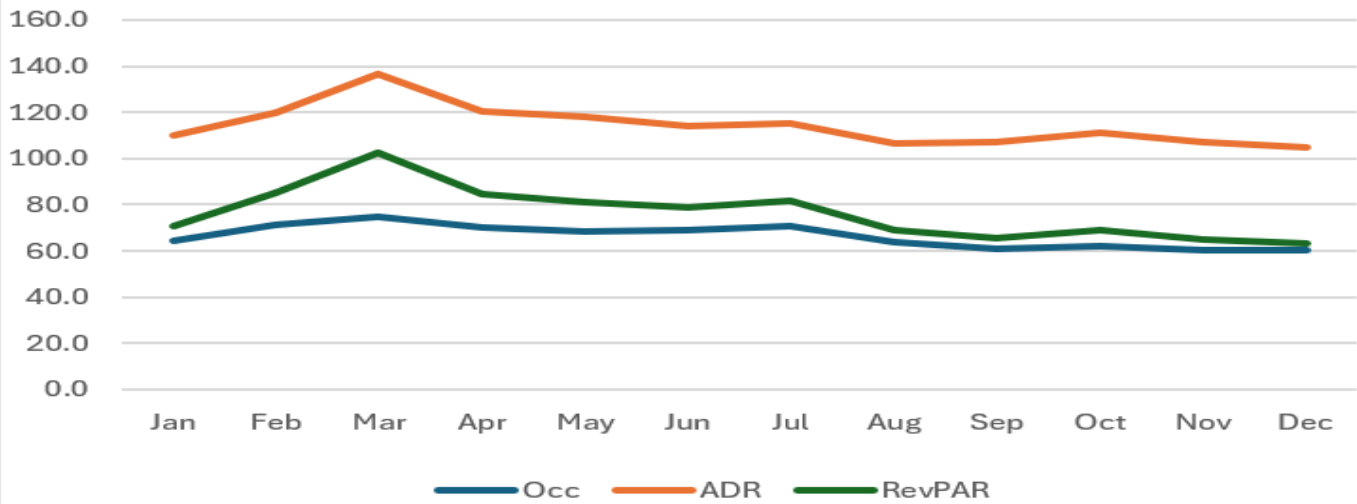
[Large Groups & Events 2018-2028](#)

[CoStar/STR Methodology](#)

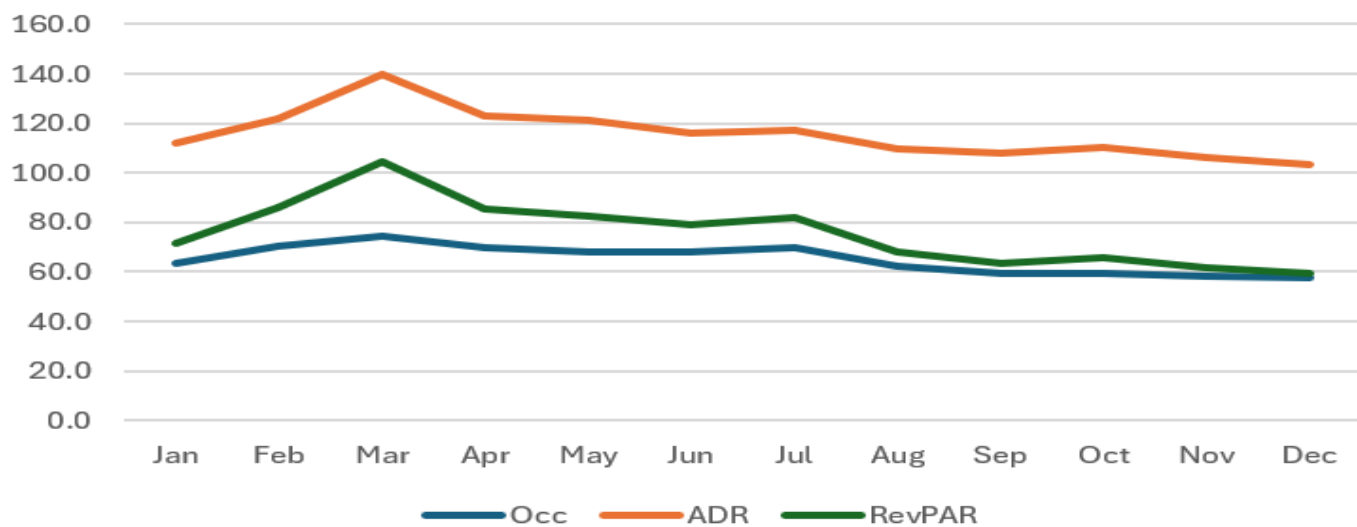
[Research & Development](#)

Duval County STR Report

2026 Hotel Performance & Forecast



2027 Hotel Performance Forecast



	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.