

Monthly Stats (Duval County):

Monthly	Current Month	% of change	Year to Date	% of change
Occupancy	62.2%	0.4%	68.3%	0.1%
ADR	\$112.36	5.3%	\$117.60	1.1%
RevPAR	\$69.94	5.7%	\$80.29	1.2%
Room Revenue	\$42,243,249	7.2%	\$439,818,512	4.2%



EXECUTIVE SUMMARY:

September was another positive month for Duval County tourism, with year-over-year growth across all key STR performance metrics. Room Revenue reached \$42.2 million, an impressive 7.2% increase over September 2025. Occupancy increased 0.4%, while demand (rooms sold) grew 1.8%, successfully absorbing the additional 1.4% in hotel room supply added since last September. Average Daily Rate (ADR) increased 5.3% to \$112.36, a gain of nearly \$6 over last year.

Five of Duval County's six submarkets reported growth in both RevPAR and Room Revenue. The Beaches submarket led the county with a 10.3% increase in both metrics. Downtown also delivered strong results, with higher room rates offsetting a slight decline in Occupancy, resulting in 8.6% growth in both RevPAR and Room Revenue. Downtown continues to lead year-over-year performance, with growth across all key STR metrics year-to-date. Demand has increased 4.7%, while Room Revenue has grown an impressive 9.9% compared to the same period in 2025.

Year-to-date, Duval County continues to demonstrate positive momentum, with improvements across all key STR performance metrics. Occupancy stands at 68.3%, ADR is \$117.60, and RevPAR is \$80.29. Most notably, year-to-date Room Revenue has reached \$439,818,512, an increase of nearly \$18 million over the same period in 2025. These results reflect continued strength in hotel demand and room rates, contributing to another successful month for Duval County's tourism industry.

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

[CoStar/STR Methodology](#)

[Research & Development](#)



Duval County STR Report – September 2026

Monthly By Area

	<i>Occupancy</i>	<i>% of change</i>	<i>ADR</i>	<i>% of change</i>	<i>RevPAR</i>	<i>% of change</i>
Arlington	59.0%	-6.3%	\$73.11	-2.3%	\$43.13	-8.4%
Beaches	68.0%	2.5%	\$175.50	7.7%	\$119.29	10.3%
Downtown	58.9%	-0.2%	\$152.84	8.8%	\$89.96	8.6%
Northside/Airport	57.3%	-3.2%	\$97.44	7.9%	\$55.88	4.4%
Southside/Mandarin	64.2%	-0.9%	\$104.57	4.3%	\$67.15	5.2%
Westside	62.8%	1.4%	\$94.44	0.9%	\$59.30	2.3%

Year to Dates Stats by Areas

By Area:						
	<i>Occupancy</i>	<i>% of change</i>	<i>ADR</i>	<i>% of change</i>	<i>RevPAR</i>	<i>% of change</i>
Arlington	64.2%	0.1%	\$79.40	-4.1%	\$50.99	-4.0%
Beaches	73.3%	-0.5%	\$187.20	-1.3%	\$137.31	-1.8%
Downtown	69.0%	4.6%	\$153.03	5.0%	\$105.57	9.8%
Northside/Airport	62.5%	-4.8%	\$100.33	1.1%	\$62.72	-3.7%
Southside/Mandarin	70.1%	0.3%	\$110.28	1.9%	\$77.33	2.2%
Westside	66.5%	-1.5%	\$97.95	-1.6%	\$65.12	-3.1%

Occupancy Segmentation

Segment	<i>Current Month</i>	<i>% of change</i>	<i>Year to Date</i>	<i>% of change</i>
Transient	51.4%	0%	55.0%	-2.3%
Group	8.0%	5.5%	9.4%	-3.8%
Contract	2.8%	-6.1%	3.1%	-7.1%
Total	62.2%	0.4%	66.7%	-2.7%