

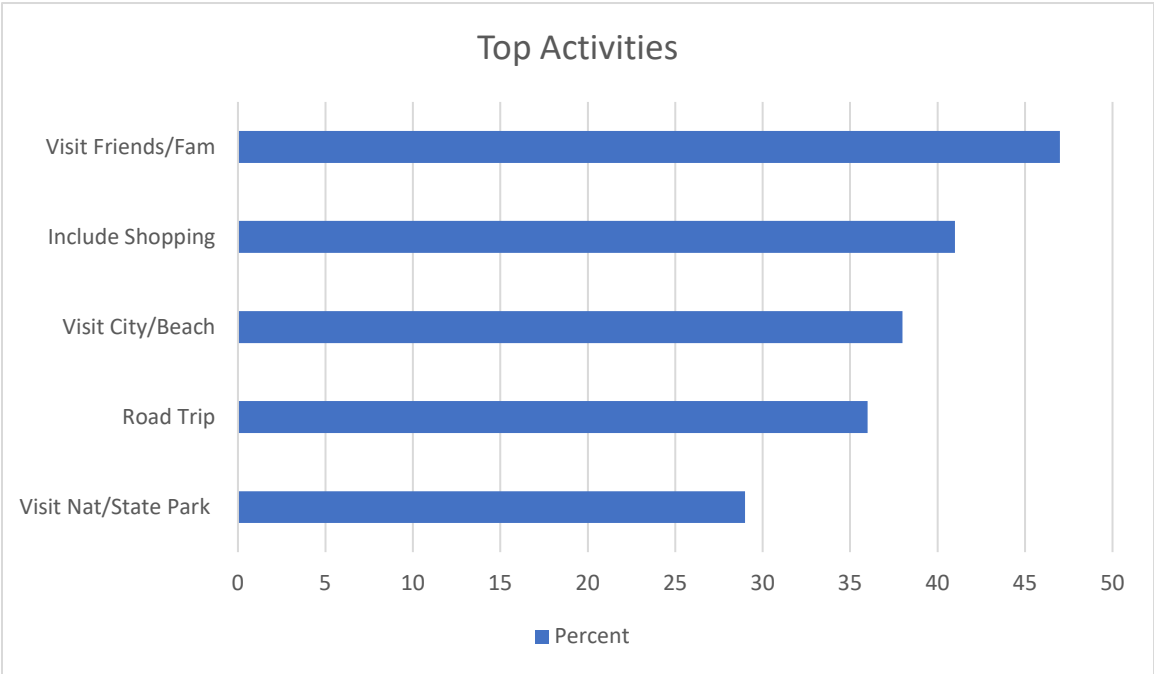
Updates for 2023: Jacksonville Travel Industry

SOURCE: LONGWOODS INTERNATIONAL, AMERICAN TRAVELER SENTIMENT STUDY
(MARCH 7, 2023)

Spring Break looks robust (26%) for 2023 with American Travelers indicating their next trip is taking place within the next 60 days. (Overall demand is sustained at three-year record levels with 93% indicating plans to travel in the next six months!)

American travelers indicate that visiting friends and family is still one of the primary reasons for traveling at 45%. Domestic leisure trips without this purpose total 37%.

The top activities planned for American leisure travelers are:



In terms of the economy, 60% of travelers indicated that still plays a significant role in whether their plans will change as 28% indicate that inflation will **impact** and 32% indicate that inflation will **greatly impact** their decisions on travel within the next 6 months. The cost of airfare plays in at a 57% indicator of travel within the next six months and the price of fuel plays in at 51% consideration.

A record 57% of travelers now say COVID-19 no longer has any influence on their travel plans; however, 30% continue to change their travel plans due to the pandemic. The pandemic’s impact on American travelers continues to fade, but it’s not completely gone yet!

[Access Full Survey](#)

SOURCE: STR CUSTOM FORECAST FOR DUVAL

Jacksonville has been one of the lodging industry's best performing markets over the past two years and this is expected to continue. All months in 2023 show RevPAR growth over 2022 and 2019 (STR is using 2019 as a comparison for normal performance measures). All months also show a forecasted Average Rate growth. Only April and December are forecasted to have less demand (rooms sold) than the previous year but all are forecasted to have higher demand than 2019.

2023 Forecasted STR Performance (as compared to 2022):

Occupancy	73.8%	+1.7%
Average Rate	\$119.62	+6.0%
RevPAR	\$88.30	+7.8%
Demand Up	+1.7%	
Room Revenue	+9.3%	

SOURCE: REUTERS US TRAVEL COMPANIES EXPERIENCE HIGH DEMAND BUT ECONOMIC WORRIES CLOUD OUTLOOK

Fears of recession and the impact of inflation on consumer budgets could curb travel demand reported by U.S. travel companies in the fourth quarter, although bookings are holding up so far this year according to the analysts.

Several big names in the travel and leisure industry, including Airbnb Inc (ABNB.O), Hilton Worldwide Holdings (HLT.N) and Royal Caribbean Cruises (RCL.N) are reporting faster rates of bookings in 2023 than in 2019 prior to the COVID pandemic.

This demand contrasts with declining home improvement sales and other discretionary purchases that have hurt furniture stores and retailers this year.

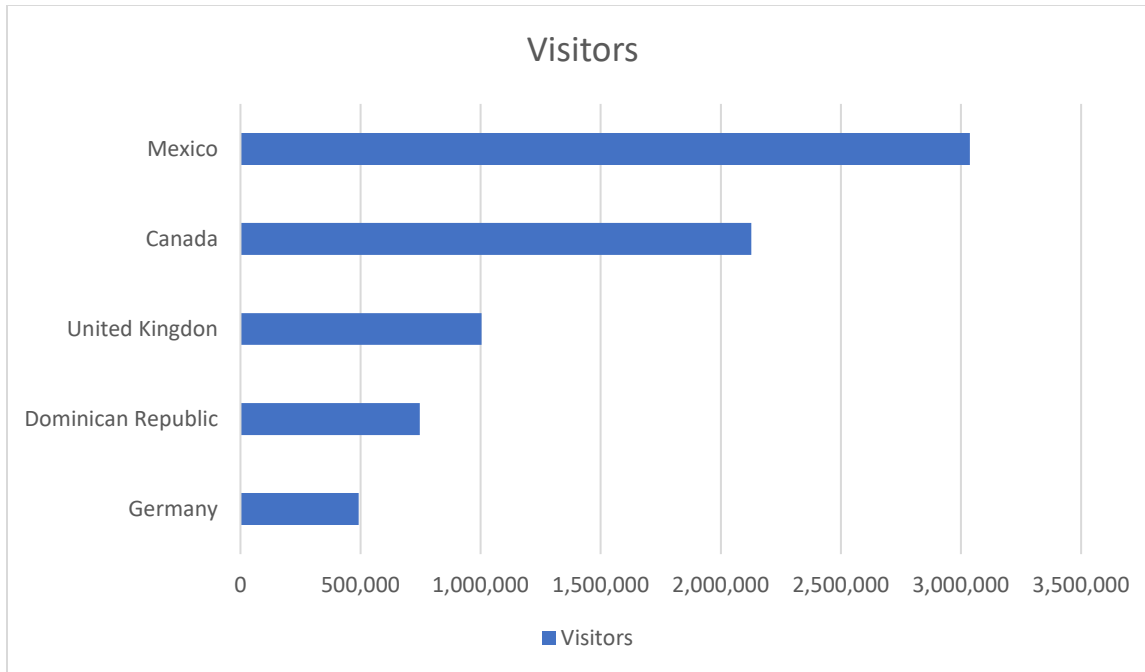
"Investors are increasingly becoming more comfortable that we are not going to see a travel pullback in the first half of the year, but the back half of the year remains to be seen," said Patrick Scholes, Truist Securities managing director.

[Access Report](#)

SOURCE: NATIONAL TRAVEL AND TOURISM OFFICE (NTTO) - INTERNATIONAL TRADE ADMINISTRATION

International Visitation continues to increase but still has not reached pre-COVID numbers.

International visits totaled 15.735 million people in February 2023, up 61.1% compared to February 2022, with enplanements reaching 91.8% of pre-pandemic February 2019 volume. The largest number of international visitor arrivals were from the following:



[Total international visitor arrivals](#) in 2022 totaled 50,869,685, an increase of 128.3% from 2021, but was only 64% of the total international visitor arrivals in 2019.

Inbound international travel is predicted to recover by 2025.

[Access Report](#)

SOURCE: CVENT/NORTHSTAR MEETINGS GROUP MEETING INDUSTRY PULSE SURVEY

- **72%** of planners are either booking now or are actively sourcing.
- **56%** of all planners are producing their next event over the next two months.

However, budgets are less robust than planners expected at the end of last year with fewer budgets expected to at least match the cost increases anticipated. As budgets have tightened, even though inflation has cooled, the concern over costs has continued to grow. For the most part, supplier satisfaction levels are up, and hotel staffing continues to be less of an issue for planners.

Last year's bullish forecast for meetings volume carries over into the current calendar year. Two-thirds of all planners expect to produce more meetings this year.

[Access the Report](#)