

Weekly Stats (Duval County):

Weekly	Current Week	% of change	Month to Date	% of change
Occupancy	71.3%	6.9%	71.6%	2.8%
ADR	\$115.58	4.4%	\$116.33	2.6%
RevPAR	\$82.43	11.5%	\$83.24	5.4%
Room Revenue	\$11,531,174	14.4%	\$41,589,520	8.2%



Duval County's tourism industry delivered strong year-over-year performance during the week of July 19, 2026, with gains across all key STR metrics. Room revenue reached **\$11,531,174**, an increase of **14.4%** compared with the same week in 2025. Occupancy rose **6.9%** to **71.3%**, while demand, or rooms sold, increased **9.6%**. ADR also improved, gaining nearly **\$5** over the prior year.

All six submarkets recorded RevPAR growth. The Downtown submarket achieved the largest increase at **55.1%**, supported by several educational association groups and a large religious group that arrived late in the week for an approximately seven-day stay. The Southside submarket, which has received most of Duval County's new hotel supply, continued to experience demand growth and effectively absorb the additional rooms.

Month to date, room revenue totals **\$41,589,520**, approximately **\$3.5 million** ahead of the same period in July 2025. Demand is up **5.5%**, while occupancy has increased **2.8%** to **71.6%**. ADR is **\$116.33**, representing a **2.6%** year-over-year increase.

Weekly By Area

Source: STR

	Occupancy	% of change	ADR	% of change	RevPAR	% of change
Arlington	66.5%	5.1%	\$75.89	-0.9%	\$50.49	4.2%
Beaches	77.8%	-2.4%	\$196.76	3.5%	\$153.01	1.0%
Downtown	76.1%	33.3%	\$152.21	16.3%	\$115.88	55.1%
Northside/Airport	68.3%	4.3%	\$97.56	4.6%	\$66.65	9.1%
Southside/Mandarin	71.0%	3.2%	\$104.28	2.4%	\$73.99	5.7%
Westside	69.6%	7.5%	\$95.91	-1.5%	\$66.74	5.9%

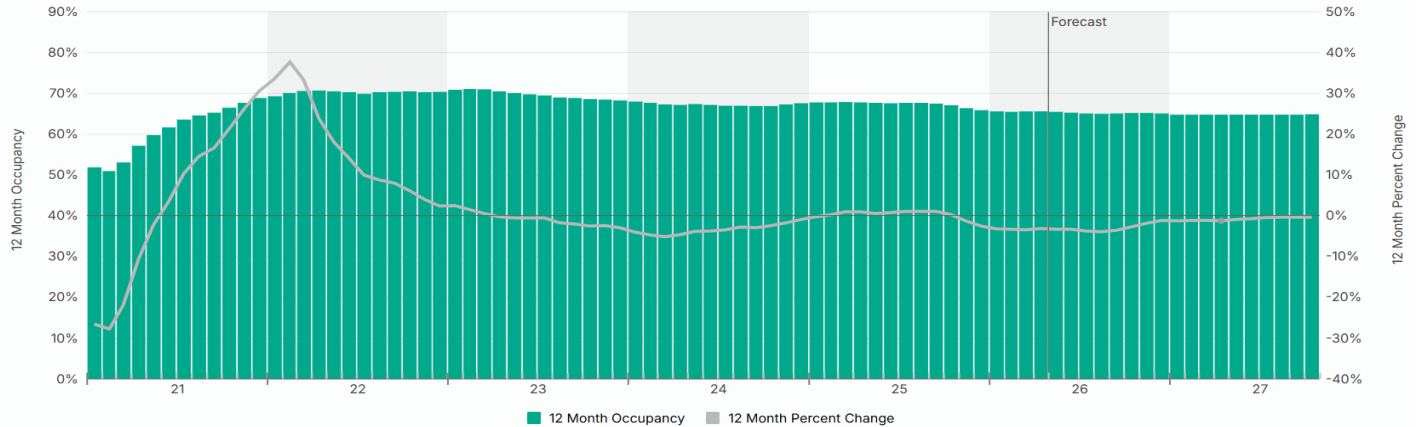
[Large Groups & Events 2018-2028](#)

[CoStar/STR Methodology](#)

[Research & Development](#)

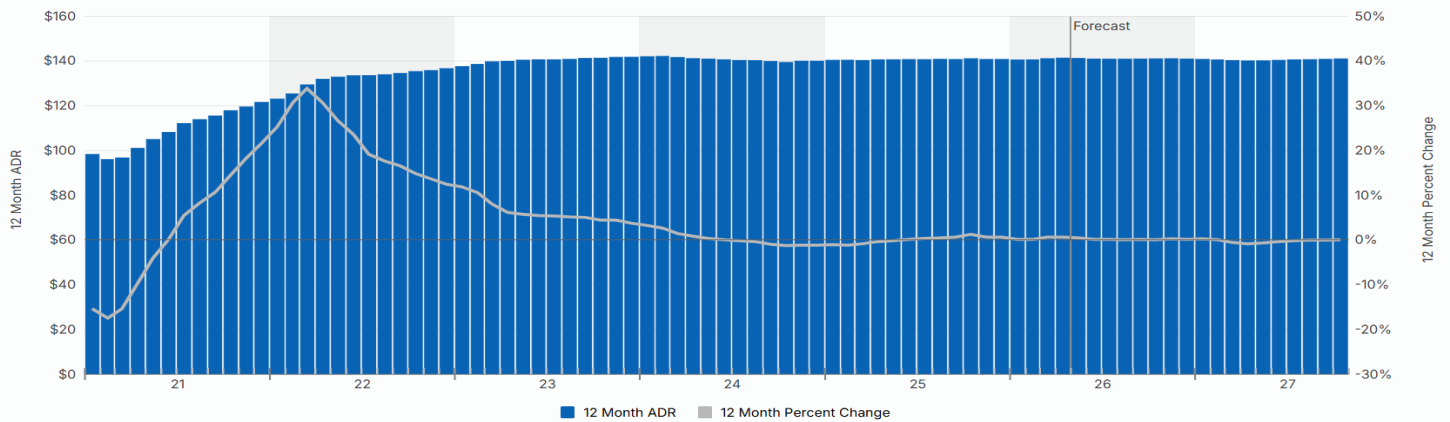
Occupancy History and Forecast for NE Florida

OCCUPANCY



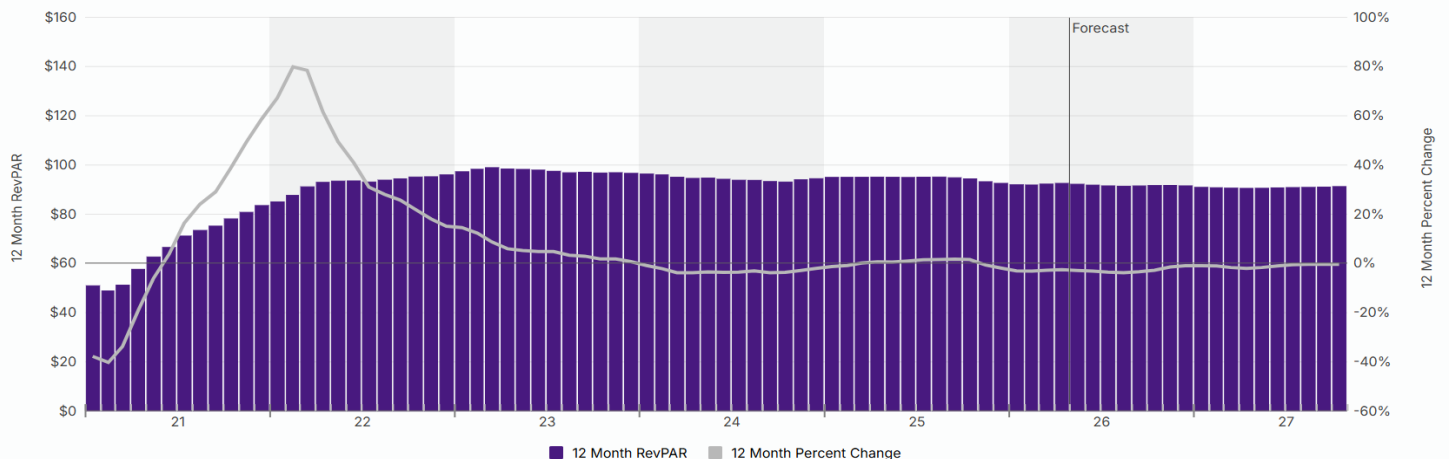
ADR History and Forecast for NE Florida

ADR



RevPAR History and Forecast for NE Florida

REVPAR



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