

## Monthly Stats (Duval County):

Monthly	Current Month	% of change	Year to Date	% of change
Occupancy	72.6%	-0.9%	69.6%	0.1%
ADR	\$119.02	-0.2%	\$116.15	0.9%
RevPAR	\$86.44	-1.1%	\$80.81	1.0%
Room Revenue	\$46,851,082	1.2%	\$92,259,388	3.6%



In February, Duval County's tourism industry experienced growth in key performance metrics. Room sales increased by 1.4% compared to February 2024, accompanied by a 1.2% rise in Room Revenue, totaling \$46,851,082. While the occupancy rate stands at 72.6%, a slight decline was observed due to a 2.3% increase in hotel supply since last year. The Average Daily Rate (ADR) remains strong at \$119.02, reflecting only a marginal 0.2% decrease year-over-year.

Notably, both the Downtown and Westside areas saw RevPAR growth despite the addition of new supply over the past year. Downtown achieved gains across all STR performance metrics. Similarly, the Southside/Mandarin area experienced an increase in both Room Revenue and Rooms Sold, despite the introduction of the new hotel inventory.

Year to date, Duval County's occupancy rate stands at 69.6%, while ADR has risen by 0.9% to \$116.15. Room Revenue has achieved a solid 3.6% growth, marking the fifth consecutive month of year-over-year increases.

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## Monthly By Area

	<i>Occupancy</i>	<i>% of change</i>	<i>ADR</i>	<i>% of change</i>	<i>RevPAR</i>	<i>% of change</i>
<b>Arlington</b>	67.4%	-9.0%	\$86.29	3.6%	\$58.15	-5.8%
<b>Beaches</b>	75.3%	-1.6%	\$167.36	-5.1%	\$126.00	-6.6%
<b>Downtown</b>	73.0%	5.6%	\$160.56	0.3%	\$117.20	5.9%
<b>Northside/Airport</b>	69.8%	-3.3%	\$105.77	1.1%	\$73.79	-2.2%
<b>Southside/Mandarin</b>	73.5%	-1.9%	\$110.23	-0.1%	\$81.03	-2.0%
<b>Westside</b>	75.	5.6%	\$105.86	-3.0%	\$79..97	2.5%

## Year to Dates Stats by Areas

<b>By Area:</b>						
	<i>Occupancy</i>	<i>% of change</i>	<i>ADR</i>	<i>% of change</i>	<i>RevPAR</i>	<i>% of change</i>
<b>Arlington</b>	66.8%	-4.7%	\$86.49	4.8%	\$57.75	-0.2%
<b>Beaches</b>	68.5%	-2.4%	\$162.29	-1.5%	\$111.24	-3.9%
<b>Downtown</b>	66.9%	3.4%	\$156.04	-0.9%	\$104.38	2.5%
<b>Northside/Airport</b>	68.5%	-1.8%	\$104.86	3.8%	\$71.86	1.9%
<b>Southside/Mandarin</b>	71.1%	-0.8%	\$108.67	1.2%	\$77.30	0.4%
<b>Westside</b>	72.6%	9.5%	\$103.20	-1.4%	\$74.93	8.0%

## Occupancy Segmentation

<b>Segment</b>	<i>Current Month</i>	<i>% of change</i>	<i>Year to Date</i>	<i>% of change</i>
<b>Transient</b>	57.0%	0.8%	54.5%	0.8%
<b>Group</b>	12.4%	-9.4%	11.7%	-3.9%
<b>Contract</b>	3.2%	7.0%	3.2%	4.2%
<b>Total</b>	72.6%	-0.9%	69.6%	0.1%