

WEEKLY DUVAL COUNTY STR REPORT 10.13.19

SUMMARY:

This week in Duval County saw slight losses in the STR Metrics. Sunday, October 13th saw a gain of 13.3% in Occupancy which was likely due to the Jags vs. New Orleans Saints home game. The Jaguars did not have a home game in 2018. Thursday, October 17th saw a gain in Occupancy of 5.8% which is likely from the Zac Brown Concert. Saturday had an 11% loss in Occupancy, likely as a result of no home Jaguar game on Sunday. Overall, Occupancy was down 2.2%. Month-to-Date Occupancy shows a loss of 1.6%.

Average Rate saw a 0.2% loss when comparing to same week in 2018. Month-to-Date loss is 0.8%. RevPAR was down 2.4% but there was an increase in room supply of 0.2% resulting in Revenue down 2.2%. This is about \$200,000 less than the 2018 totals for the week. Month-to-Date RevPAR is down 2.4% and Revenue is down 2.2%, which is about \$540,000 less than October 2018.

Three of the areas of Duval County saw RevPAR growth. The Beaches had the biggest growth due to an Occupancy gain. Southside and Arlington had the largest RevPAR losses.

	<i>Current Week</i>	<i>% of change</i>	<i>Month to Date</i>	<i>% of change</i>
Occupancy	74.0%	-2.2%	73.2%	-1.6%
ADR	\$95.85	-0.2%	\$96.14	-0.8%
RevPAR	\$70.92	-2.4%	\$70.39	-2.4%
Room Revenue	\$8,784,462	-2.2%	\$23,665,515	-2.2%

<i>By Area:</i>	<i>Occupancy</i>	<i>% of change</i>	<i>ADR</i>	<i>% of change</i>	<i>RevPAR</i>	<i>% of change</i>
Arlington	76.7%	-7.1%	\$90.99	-2.5%	\$69.75	-9.4%
Beaches	80.0%	5.9%	\$146.51	-0.8%	\$117.23	5.1%
Downtown	77.1%	-0.1%	\$126.04	1.0%	\$97.16	0.9%
Northside/Airport	75.7%	1.6%	\$88.47	1.8%	\$67.01	3.5%
Southside/Mandarin	70.1%	-6.4%	\$84.47	-4.5%	\$59.17	-10.6%
Westside	76.2%	-1.0%	\$76.93	-1.0%	\$58.64	-1.9%

4-Year Comparison of Demand (Rooms Sold) of Same Week:

	<i>Sun</i>	<i>Mon</i>	<i>Tues</i>	<i>Wed</i>	<i>Thurs</i>	<i>Fri</i>	<i>Sat</i>	<i>Total Sold</i>
2019	12,341	12,535	13,361	13,821	13,754	13,053	12,787	91,652
2018	10,872	13,371	14,414	14,423	12,976	13,168	14,337	93,561
2017	13,118	15,028	15,358	15,404	14,603	14,898	14,917	103,326
2016	13,928	14,948	15,166	14,939	13,891	14,190	15,409	102,471

2017's Occupancy continued to be impacted positively by Hurricane Irma Relief and Residents needing housing. 2016's Occupancy was also impacted by Hurricane Matthew.